



AAF Friends,

Thank you for participating in the 61st year of the District 4 American Advertising Awards - home of the coveted ADDY® award - and the nation's largest and most comprehensive awards competition that recognizes creative excellence in advertising.

Congratulations to those whose extraordinary efforts have earned them a District 4 Gold or Silver ADDY recognition and advancement to the national tier of this competition. Fewer than 9% of all entries across the district receive an award at this level, so it is something to be proud of and worth celebrating!

This is the first time in more than two years that we could celebrate in person at a gala worthy of the award-winning work showcased by you and your teams. Despite what we've endured, your creativity shines and we're so happy to see it live!

The winning entries showcased in this book are truly inspiring and they reflect the exceptional talent that is right here in District 4. We believe the best advertising is made right here in Florida and the Caribbean Islands, and you've affirmed it once again.

Thank you to our sponsors and dedicated volunteers who've made this competition a success. And my deepest gratitude goes to our district and local chapter leaders - your tireless volunteer service enhances membership for our eighteen local AAF and Ad 2 clubs - we couldn't do it without you!

Best Regards,

A handwritten signature in black ink, appearing to read 'Jon Ruhff', written over a light gray rectangular background.

Jon Ruhff  
AAF District 4 Governor  
2021-2022

**aaf**® district 4

professional  
awards:

**GOLD**

1



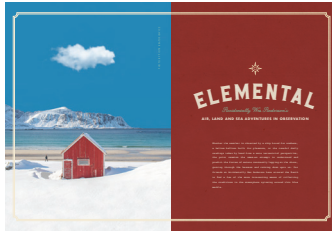
# SALES & MARKETING

COLLATERAL MATERIAL:  
Cover/Editorial Spread or Feature - Series

1 Entrant Company: Adjective & Co.  
 Client Company Name: Whalebone Media  
 Title: Whalebone Cover Series  
 Credits:

Taylor Harkey, Chief Creative Officer  
 Mallory Turner, Creative Director  
 Eddie Berrang, Publisher  
 Jordon Kaplan, Managing Editor  
 Danielle Bergh, VP of Operations  
 Ali LaPore, Art Director  
 Sylvia Dean, Associate Editor

2



2 Entrant Company: Adjective & Co.  
 Client Company Name: Whalebone Media  
 Title: Whalebone - Editorial Spread Series  
 Credits:

Taylor Harkey, Chief Creative Officer  
 Mallory Turner, Creative Director  
 Eddie Berrang, Publisher  
 Jordon Kaplan, Managing Editor  
 Danielle Bergh, VP of Operations  
 Ali LaPore, Art Director  
 Sylvia Dean, Associate Editor

3



## Magazine Design

3 Entrant Company: Adjective & Co.  
 Client Company Name: Whalebone Media  
 Title: Whalebone Magazine - The Photo Issue  
 Credits:

Taylor Harkey, Chief Creative Officer  
 Mallory Turner, Creative Director  
 Eddie Berrang, Publisher  
 Jordon Kaplan, Managing Editor  
 Danielle Bergh, VP of Operations  
 Ali LaPore, Art Director  
 Sylvia Dean, Associate Editor

4



4 Entrant Company: Adjective & Co.  
 Client Company Name: Whalebone Media  
 Title: Whalebone Magazine - The Hippie Issue  
 Credits:

Taylor Harkey, Chief Creative Officer  
 Mallory Turner, Creative Director  
 Eddie Berrang, Publisher  
 Jordon Kaplan, Managing Editor  
 Danielle Bergh, VP of Operations  
 Ali LaPore, Art Director  
 Sylvia Dean, Associate Editor

5 Entrant Company: Adjective & Co.  
 Client Company Name: Whalebone Media  
 Title: Whalebone Magazine - The Movie Issue  
 Credits:

Taylor Harkey, Chief Creative Officer  
 Mallory Turner, Creative Director  
 Eddie Berrang, Publisher  
 Jordon Kaplan, Managing Editor  
 Danielle Bergh, VP of Operations  
 Ali LaPore, Art Director  
 Sylvia Dean, Associate Editor



5

6 Entrant Company: Adjective & Co.  
 Client Company Name: Whalebone Media  
 Title: Whalebone - The Sea Creatures Issue  
 Credits:

Taylor Harkey, Chief Creative Officer  
 Mallory Turner, Creative Director  
 Eddie Berrang, Publisher  
 Jordon Kaplan, Managing Editor  
 Danielle Bergh, VP of Operations  
 Ali LaPore, Art Director  
 Sylvia Dean, Associate Editor



6

7 Entrant Company: Adjective & Co.  
 Client Company Name: Whalebone Media  
 Title: Whalebone Mag - The Weather Issue  
 Credits:

Taylor Harkey, Chief Creative Officer  
 Mallory Turner, Creative Director  
 Eddie Berrang, Publisher  
 Jordon Kaplan, Managing Editor  
 Danielle Bergh, VP of Operations  
 Ali LaPore, Art Director  
 Sylvia Dean, Associate Editor



7

**PRINT ADVERTISING:  
 Magazine Advertising Campaign**

8 Entrant Company: Markham Yard  
 Client Company Name: Invincible Boats  
 Title: Invincible Boats: Serious Stories  
 Credits:

Markham Cronin, Chief Creative Officer  
 Markham Cronin, Copywriter  
 Jeff Steinhour, Copywriter  
 Paul Puckett, Illustrator  
 Jack Daniel Bagdadi, Group Creative Director  
 Katie Coffey, Group Account Director  
 Sofia Olarra, Art Director  
 Vanessa Doré, Director of Traffic



8

9



# OUT-OF-HOME & AMBIENT MEDIA

AMBIENT MEDIA:  
Guerrilla Marketing

10



9

Entrant Company: Dunn&Co., Inc.  
Client Company Name: Tampa Bay Lightning  
Title: Tweet Tape Campaign  
Credits:

Troy Dunn, Chief Creative Officer  
Kamden Kuhn, EVP, Strategy  
Matthew Zaifert, Creative Director  
Dylan Melcher, Director of Cinematography  
Christa Savio, Senior Editor  
Victoria Pezzella, Producer  
Stephanie Morrison, Associate Creative Director  
Max Dempster, Senior Copywriter  
Jessica Hall, Account Executive

11



## Single Installation

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10

Entrant Company: Bombshell Productions  
Client Company Name: Samsung  
Title: Samsung Kaleidoscope Activation  
Credits:  
Bombshell Productions, Design Execution,  
Fabrication, and Installation  
Revolution Marketing, Production Company

11

Entrant Company: Adjective & Co.  
Client Company Name: Insomnia Cookies  
Title: Insomnia CookieLab Store Design  
Credits:  
Taylor Harkey, Chief Creative Officer  
Justin Davis, Creative Director  
Blair Gregg, Senior Account Director  
JaLeia Johnson, Associate Project Manager

# OUT-OF-HOME

OUTDOOR BOARD:  
Super-sized, Extension/Dimensional, Digital or Animated

12

Entrant Company: Dunn&Co., Inc.  
Client Company Name: Tampa Bay Lightning  
Title: Room and Boards - Do Not Disturb  
Credits:  
Troy Dunn, Chief Creative Officer  
Max Dempster, Senior Copywriter  
Jessica Hall, Account Executive  
Stephanie Morrison, Associate Creative Director  
Mitchell Goodrich, Art Director

## Out-Of-Home Campaign

- 13 Entrant Company: The Lighthouse Group  
Client Company Name: Palantir Technologies  
Title: Classified Pentagon Metro Takeover  
Credits:  
Matthew Herath, Creative Director  
Dara Moss, Associate Creative Director  
Rebecca Harris, Art Director  
Mackey Reed, Account Representative



13



## ONLINE/INTERACTIVE

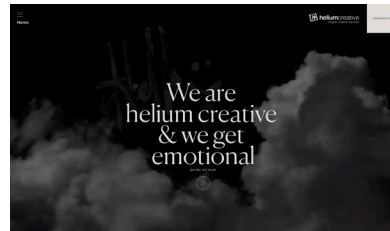
### WEBSITES: Consumer

- 14 Entrant Company: BKN Creative  
Client Company Name: Crab Devil  
Title: Crab Devil Website  
Credits:  
Brandon Tydlaska-Dziedzic, Creative Director  
+ Designer + Developer  
Kevin Tydlaska-Dziedzic, Creative Director + QA  
Jana Everett, Project Manager + Copy Editor



14

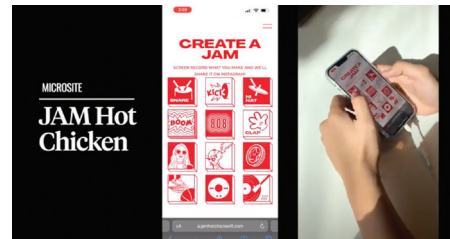
- 15 Entrant Company: helium creative  
Client Company Name: helium creative  
Title: helium creative website  
Credits:  
Ryan Sirois Heller, Creative Director  
Britney Lueck, Lead Designer  
Christopher Heller, Creative Director



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### Microsites

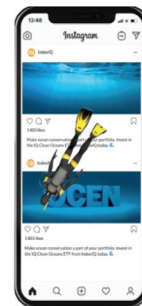
- 16 Entrant Company: Vidi Global  
Client Company Name: JAM Hot Chicken  
Title: JAM Hot Chicken JAM Board  
Credits:  
John Arriola, Art Director  
Tatiana Mondragon, Developer/Designer  
Christian Arriola, Creative Director



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### SOCIAL MEDIA: Single Execution

- 17 Entrant Company: &Barr  
Client Company Name: New York Life Investments  
Title: NYLI OCEN Social Ad  
Credits:  
Christian Wojciechowski, VP, Creative Director  
Jacqui Garcia, Associate Creative Director  
Jen Neuman, Art Director  
Whitney Amezaga, Illustrator  
Kim Blaylock, VP of Account Service  
Caryn Ferraro, Account Executive  
Rick Andrews, Production Artist



17



18 Entrant Company: Dunn&Co., Inc.  
Client Company Name: Tampa Bay Lightning  
Title: Tweet Tape Social Video  
Credits:

Troy Dunn, Chief Creative Officer  
Kamden Kuhn, EVP, Strategy  
Matthew Zaifert, Creative Director  
Dylan Melcher, Director of Cinematography  
Christa Savio, Senior Editor  
Victoria Pezzella, Producer  
Stephanie Morrison, Associate Creative Director  
Max Dempster, Senior Copywriter  
Jessica Hall, Account Executive



## Social Media Campaign



19 Entrant Company: PPK  
Client Company Name: The Florida Lottery  
Title: Week for Life Wellness Series  
Credits:

Tom Kenney, Agency President/CEO  
Paul Prato, Executive Creative Director  
Nicholas Stoeckle, Executive Director,  
Strategy & Innovation  
Dmitrii Osipovskii, Interactive Creative Director  
Drew Pettus, Interactive Jr. Art Director  
Parker Hogue, Junior Interactive Designer  
Matthew Burge, Junior Interactive Designer  
Kristy Summerson, Social Media Photographer  
Carmen Masterson, Art Director  
Evan Cooper, Photographer and Videographer  
Lexi Farnella, Lead Social Media Strategist  
Meg Fister, Social Media Strategist

20 Entrant Company: On Ideas  
Client Company Name: Suerte Tequila  
Title: Suerte 12 Margaritas of Navidad  
Credits:

West Herford, Chief Executive Officer  
David Bonner, Chief Creative Officer  
Mike Woepfel, Chief Production Officer  
Juliette Reynolds, SVP, Digital  
& Customer Experience  
Jeff Kalish, VP, Media Director  
Heather McLain, VP, Group Account Director  
Dixie Baker, Digital Media Manager  
Kelly Novak, Account Supervisor  
Molly-Anne Seymour, Content Creator  
Elliot Asprey, Senior Art Director  
Brian Shaifer (Suerte Tequila),  
Chief Marketing Officer  
Jordan Curet (Suerte Tequila),  
Marketing Coordinator

**ADVERTISING & PROMOTION:**  
**Web Banner Ad or Website Takeover**

- 21 Entrant Company: Starmark  
Client Company Name: Amelia Island Convention and Visitors Bureau  
Title: Amelia Island Weather Triggered Ads  
Credits:  
Angel Marlieb, Senior Copywriter  
Noman Rafiq, UX Designer  
Jacob Edenfield, Group Creative Director  
Dale Baron, Executive Creative Director  
Sherene Irani, Media Director



21

**BLOGS & DIGITAL PUBLICATIONS:**  
**Digital Publications**

- 22 Entrant Company: UF Health  
Client Company Name: UF Health Shands Children's Hospital  
Title: 2020 Pediatric Progress Report  
Credits:  
Lauren Gajda, MSM, Marketing Manager, UF Health  
Lorraine McGill, Creative Director and Designer, Indigo Design



22

**BRANDED CONTENT & ENTERTAINMENT:**  
**Branded Content & Entertainment for Online/Interactive**

- 23 Entrant Company: Roundhouse Creative  
Client Company Name: Foundation for a Healthy St. Petersburg  
Title: Pinellas History of Social Change  
Credits:  
Andrew Lee, Director  
Tara Segall, Website Copywriting  
Karen Chassin, Writer & Producer  
Gwendolyn Reese, Research & Writing  
Jon Wilson, Research & Writing  
Edward Burrows Jazz Trio, Musical Score  
Joseph Nuñez, UI / UX Designer  
Ed Foster, Website Developer  
Shannon Kalahar, Executive Director



23



25



## FILM, VIDEO, & SOUND

### AUDIO/RADIO ADVERTISING:

Regional/National - 30 seconds or less

24 Entrant Company: Push Button Productions

Client Company Name: Doody Calls

Title: Doody Calls - Unusual Voice

Credits:

Jon Ruhff, Creative Director

Yeosh Bendayan, Writer

Lisa Biggs, Voice Actor

Evan Coffman, Music Producer

Chancie Neal, Vocalist

26



### TELEVISION ADVERTISING:

Local - 60 seconds or more

25 Entrant Company: ChappellRoberts

Client Company Name: Tidewell Hospice

Title: "The Bucket List"

Credits:

Christine Turner, Principal and President

Matt Boswell, Executive Creative Director

Charlie Militello, Associate Creative Director

Kelsea Samson, Copywriter

Shane Alesi, Assistant Account Executive

Will Shanahan, Director

Victoria Pezzela, Producer

Lisa Barringer, Senior Project Manager

Zuraya Long, Traffic Coordinator

27



### ONLINE FILM, VIDEO, AND SOUND:

Internet Commercial – Any Length

26 Entrant Company: Poolboy Studio

Client Company Name: Corkcicle

Title: Corkcicle x Star Wars 2021 Launch

Credits:

Dylon York, Partner / Creative Director

Chris Ladwig, Partner / Creative Director

Corkcicle In House Marketing,

27

Entrant Company: Ideabar

Client Company Name: The Atlanta Journal-Constitution

Title: The AJC Motif Commercial

Credits:

Tonya Speciale, Creative Director

Jorge Gomez, Sr. Art Director

Staci Sturrock, Art Director, Content

## Internet Commercial – Any Length con't.

28 Entrant Company: Pelikula Studios International  
Client Company Name: Curoil  
Title: The Good Bus  
Credits:

Michael Dalnoot, Director  
Ruviendel Isenia, Cinematographer  
Beatriz Navas, Assistant Director  
Peterson Octavius, Grip  
Shorlon Paulina, Best boy  
Clifford Richardson, Gaffer assistant  
Sabine Curiel, Executive producer & Art Director



28

29 Entrant Company: Adjective & Co.  
Client Company Name: Gatorade  
Title: Gatorade Team Behind the Triumph  
Credits:

Taylor Harkey, Chief Creative Officer  
Kingsley Spencer, Creative Director  
Brandon Highwood, Assoc. Creative Director-Copy  
Stacey Perkins, VP Client Services  
Amy Winter, Account Director  
Chusy Haney-Jardine, Director  
Kathryn Montgomery, Executive Producer  
Andy O'Neil, Editor  
Heather Biltoc, Producer



29

29 Entrant Company: Adjective & Co.  
Client Company Name: Gatorade  
Title: Gatorade Team Behind the Triumph  
Credits:

Taylor Harkey, Chief Creative Officer  
Kingsley Spencer, Creative Director  
Brandon Highwood, Assoc. Creative Director-Copy  
Stacey Perkins, VP Client Services  
Amy Winter, Account Director  
Chusy Haney-Jardine, Director  
Kathryn Montgomery, Executive Producer  
Andy O'Neil, Editor  
Heather Biltoc, Producer



30

## Internet Commercial Campaign

30 Entrant Company: Calliope Films  
Client Company Name: Num Num  
Title: Num Num Gootensil Campaign  
Credits:

Chris Jadallah, DP/Director  
Doug Gonterman, Writer  
Tyler Simmons, Producer  
Christina Cusack, Talent  
Nick Gray, Editor  
Blake Baylor, Grip

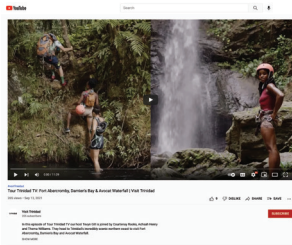


31

31 Entrant Company: Celsius Marketing | Interactive  
Client Company Name: RMCAD - Rocky Mountain College  
of Art + Design  
Title: RMCAD Explore Creatively Campaign  
Credits:

Saulo Zayas, Director of Multimedia  
Kaitlan Zayas, Production Coordinator  
Niel Guilarte, Producer

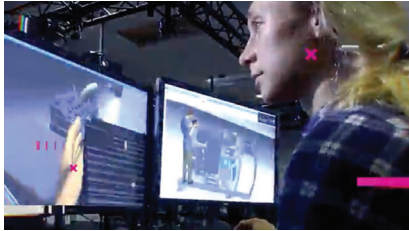
32



## Webisode

- 32 Entrant Company: Lonsdale Saatchi & Saatchi Advertising Ltd.  
Client Company Name: TOURISM TRINIDAD LIMITED  
Title: TOUR TRINIDAD EP 1, 2 & 3  
Credits:  
Thais Mc Gowan, Account Executive  
Anson George, Producer  
Leah Ann Jones, Producer

33



## BRANDED CONTENT & ENTERTAINMENT Non-Broadcast

- 33 Entrant Company: MTN, Inc.  
Client Company Name: American Institute of Aeronautics and Astronautics  
Title: AIAA - Aviation Outro  
Credits:  
Chris Fynan, Creative Director / Editor

34



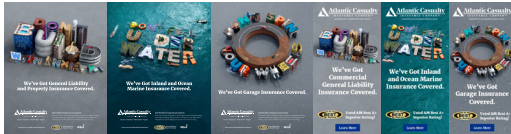
- 34 Entrant Company: BowStern  
Client Company Name: Tekridge  
Title: Tekridge: Elevated  
Credits:  
Gary Yordon, Concept, Scripting, Art Direction  
Josh McLawhorn, Production  
Jeremy Spinks, Creative Direction

35



### We've Got You Covered Campaign

Focused on easing customer uncertainty, this ad campaign features typography-based visual phrases made from elements covered by the Marine, Property/General Liability, and Garage commercial insurance products of Atlantic Casualty Insurance Company.



## CROSS PLATFORM INTEGRATED ADVERTISING CAMPAIGNS: B-to-B Campaign, Regional/National

- 35 Entrant Company: UnderStory  
Client Company Name: Atlantic Casualty Insurance Co.  
Title: We've Got You Covered Campaign  
Credits:  
UnderStory, Creative Direction  
We Monsters, Visual Production

## Consumer Campaign - Local

36 Entrant Company: Dunn&Co., Inc.  
Client Company Name: Tampa Bay Lightning  
Title: Fans on the Ice - Campaign  
Credits:

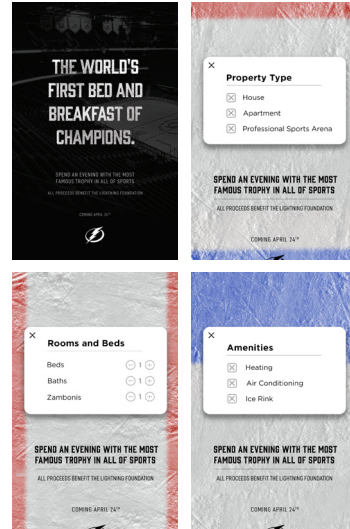
Troy Dunn, Chief Creative Office  
Kamden Kuhn, EVP, Strategy  
Matthew Zaifert, Creative Director  
Dylan Melcher, Director of Cinematography  
Billy McCreary, Videographer  
Victoria Pezzella, Producer  
Stephanie Morrison, Associate Creative Director  
Mitchell Goodrich, Art Director  
Christa Savio, Senior Editor  
Josh Adams, Senior Editor  
Max Dempster, Senior Copywriter  
Grant Gunderson, Photographer



36

37 Entrant Company: Dunn&Co., Inc.  
Client Company Name: Tampa Bay Lightning  
Title: Room and Boards  
Credits:

Troy Dunn, Chief Creative Officer  
Kamden Kuhn, EVP, Strategy  
Matthew Zaifert, Creative Director  
Dylan Melcher, Director of Cinematography  
Billy McCreary, Videographer  
Grant Gunderson, Photographer  
Christa Savio, Senior Editor  
Josh Adams, Senior Editor  
Victoria Pezzella, Producer  
Stephanie Morrison, Associate Creative Director  
Mitchell Goodrich, Art Director  
Jessica Hall, Account Executive

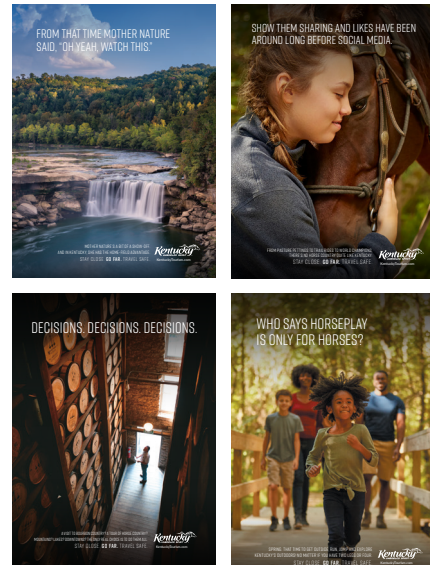


37

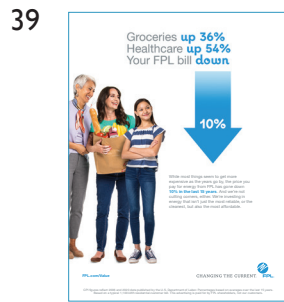
## Consumer Campaign - Regional/National

38 Entrant Company: Miles Partnership  
Client Company Name: Kentucky Department of Tourism  
Title: Stay Close. Go Far. Travel Safe.  
Credits:

Kentucky Department of Tourism,  
Neal Alfano, Vice President, Creative Director  
Larry Lynn, Creative Director  
Chris Fjelde, Graphic Designer  
Steven Keith, Senior Content Director  
Brett Caughie, Video Editor  
Margaret Horlander, Account Team V.P.  
Cynthia Kendrick, Account Director  
Brianna Z Maciejowski, Director of Film  
& Video / Executive Producer  
Susan Schuldt, Project Manager  
Jennie Jenkins, Senior Media Planner

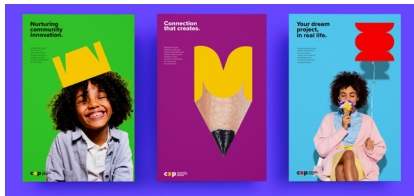


38



39 Entrant Company: C-COM Group Inc.  
 Client Company Name: FLORIDA POWER & LIGHT  
 Title: FPL Image 2021 Campaign  
 Credits:

Sergio Rodriguez, VP, Executive Creative Director  
 Colleen Fallon, Creative Director  
 Andre Coniaric, Associate Creative Director  
 Guillermo Sebastiani, Senior Video Editor  
 Junior Jimenez, Associate Creative Director  
 Alejandro Reyes, Video Editor  
 Reuben Pereira, Director, Project Management  
 Jorge Khuly, Executive Producer  
 Sandra Pastrana, Group VP  
 Lauren Garcia, Account Supervisor  
 Joanne Joseph, Account Executive  
 Jorge Espinosa, Managing Director



**INTEGRATED BRAND IDENTITY CAMPAIGN:**  
 Local or Regional/National

40 Entrant Company: Brunet-Garcia  
 Client Company Name: Community Engagement Partners  
 Title: CEP Brand Identity System  
 Credits:

Eduardo Sarmiento, Executive Creative Director  
 Aerien Mull, Creative Director  
 Bianca Borghi, Design Lead  
 Cody Bartz, Art Director  
 Matt Namey, Copywriter  
 Petalia Johnson, Account Executive



**Online/Interactive Campaign**

41 Entrant Company: Poolboy Studio  
 Client Company Name: Corkcicle  
 Title: Corkcicle x Star Wars 2021 Launch  
 Credits:

Dylon York, Partner / Creative Director  
 Chris Ladwig, Partner / Creative Director  
 Corkcicle In House Marketing,



**ELEMENTS OF ADVERTISING**  
 Copywriting

42 Entrant Company: Maven Creative  
 Client Company Name: Maven Creative  
 Title: Maven New Year's News  
 Credits:

Sean Jones, Senior Designer  
 Travis Pietsch, Senior Designer  
 Lee Waters, Senior Designer  
 Art Hardie, VP, Associate Creative Director, Lead Writer  
 Melanie Leonard, Junior Copywriter  
 Chris Stephens, Chief Creative Officer  
 Brandon Williams, Senior Designer

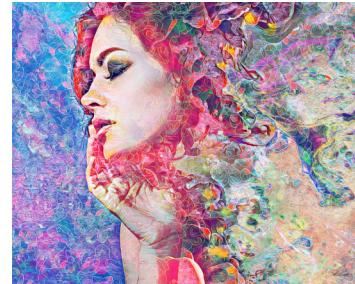
## Copywriting con't.

- 43 Entrant Company: PPK  
Client Company Name: Animal Welfare Institute (AWI)  
Title: Worst Shark Attack Ever  
Credits:  
Tom Kenney, Agency President/CEO  
Paul Prato, Executive Creative Director  
Michael Schillig, Creative Director/Writer  
Roger Hughes, Director of Audio Production  
Amanda Schreiber, Post-Production Coordinator



44

- 44 Entrant Company: Adjective & Co.  
Client Company Name: Whalebone Media  
Title: Whalebone Magazine - Rat Racer  
Credits:  
Taylor Harkey, Chief Creative Officer  
Mallory Turner, Creative Director  
Phil Davies, Copywriter  
Eddie Berrang, Publisher  
Jordon Kaplan, Managing Editor  
Danielle Bergh, VP of Operations



45

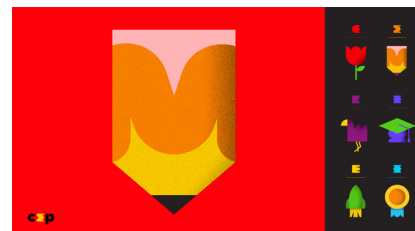
## VISUAL: Illustration

- 45 Entrant Company: FCEdge  
Client Company Name: Stephanie Robilio  
Title: Hold On Loosely  
Credits:  
Michael Visconte, Creative Director/Designer



46

- 46 Entrant Company: Adjective & Co.  
Client Company Name: Whalebone Media  
Title: The Found City of Atlantis  
Credits:  
Taylor Harkey, Chief Creative Officer  
Mallory Turner, Creative Director  
Eddie Berrang, Publisher  
Jordon Kaplan, Managing Editor  
Danielle Bergh, VP of Operations  
Ali LaPore, Art Director  
Molly Magnell, Illustrator



47

## Illustration - Series

- 47 Entrant Company: Brunet-Garcia  
Client Company Name: Community Engagement Partners  
Title: CEP Brand Identity System  
Credits:  
Eduardo Sarmiento, Executive Creative Director  
Aerien Mull, Creative Director  
Bianca Borghi, Design Lead  
Cody Bartz, Art Director  
Matt Namey, Copywriter  
Petalia Johnson, Account Executive



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48

Entrant Company: UnderStory  
 Client Company Name: Atlantic Casualty Insurance Co.  
 Title: We've Got You Covered Illustrations  
 Credits:  
 UnderStory, Creative Direction  
 We Monsters, Visual Production

**Still Photography - Black & White/Color/Digitally Enhanced Campaign**

49



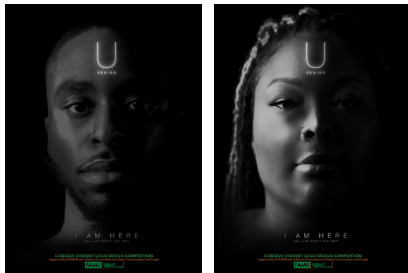
49

Entrant Company: Universal Orlando Resort -  
 POPCORN Marketing Creative Group  
 Client Company Name: Universal Orlando Resort  
 Title: Halloween Horror Nights photos  
 Credits:  
 POPCORN Creative Group

50

Entrant Company: Anosh Gill  
 Client Company Name: School of Journalism  
 & Graphic Commuincation (Florida A&M University)  
 Title: I Am Here campaign  
 Credits:  
 Anosh Gill, Creative Director  
 Carlos Miranda, Photographer  
 Nadia Tsegga, Lead Designer  
 Emmanuel Childs, Designer  
 Briana Yewell, Designer  
 Jaylan Rawlings, Designer

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**Art Direction**

51

Entrant Company: Maven Creative  
 Client Company Name: Maven Creative  
 Title: Maven New Year's News  
 Credits:  
 Sean Jones, Senior Designer  
 Travis Pietsch, Senior Designer  
 Lee Waters, Senior Designer  
 Art Hardie, VP, Associate Creative Director,  
 Lead Writer  
 Melanie Leonard, Junior Copywriter  
 Chris Stephens, Chief Creative Officer  
 Brandon Williams, Senior Designer

51



52

Entrant Company: PPK  
 Client Company Name: Big Cat Rescue  
 Title: Tiger Cub Petting Truth  
 Credits:  
 Tom Kenney, Agency President/CEO  
 Paul Prato, Executive Creative Director  
 Michael Schillig, Creative Director/Writer  
 Javier Quintana, Associate Creative Director  
 Pat Floyd, Senior Art Director  
 Patrick Guyer, Photographer  
 David Phillips, Account Executive

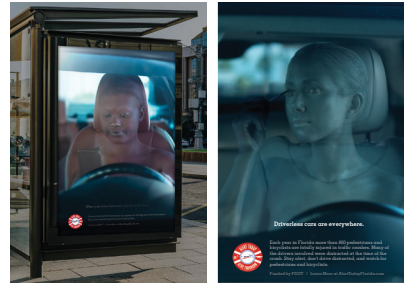
52



## Art Direction Campaign

- 53 Entrant Company: Dunn&Co., Inc.  
Client Company Name: Florida Dept. of Transportation  
Title: Driverless Cars Campaign  
Credits:

Troy Dunn, Chief Creative Officer  
Chris Corley, Executive Creative Director  
Matthew Zaifert, Creative Director  
Stephanie Morrison, Associate Creative Director  
Max Dempster, Senior Copywriter  
Josh Adams, Director of Post-Production  
Dylan Melcher, Director of Cinematography  
Jessica Hall, Account Executive



53

## FILM, VIDEO & SOUND: Cinematography

- 54 Entrant Company: Roundhouse Creative  
Client Company Name: University of Tampa  
Title: Ars Sonora Doc: Episodes 1 & 2  
Credits:

Andrew Lee, Director  
Ryan Seybold, Camera & Sound  
Javi Fick, DP (Tampa)  
Rodolphe Andrieux, Drone (France)  
Jason Ryan, Drone (Tampa)  
Josh Agnew, Sound (Tampa)



54



55

- 55 Entrant Company: AgAmerica Lending  
Client Company Name: AgAmerica Lending  
Title: Cooley Documentary  
Credits:

Veronica Rodriguez, Marketing Director  
Donya-Faye Wix, Senior Marketing Manager  
Indie Atlantic Films, Video Production Company



56

- 56 Entrant Company: Luminary Visuals  
Client Company Name: JM Kallet  
Title: Mazda: Take Flight  
Credits:  
J.M. Kallet, Director  
Andy Rance, Producer/Copywriter/  
Cinematographer/Editor/Colorist  
Alonso Aliaguilla, Producer/Cinematographer/  
Editor  
Jay Guzman, Production Manager  
Stephanie Bauduhin, Art Director  
Hector Martinez, Assistant Camera  
Yasser Marte, Production Assistant  
Gage Boozan, Music Composer  
Kevin Guzman, Gaffer



## Animation, Special Effects or Motion Graphics

57



57

Entrant Company: Brunet-Garcia  
Client Company Name: CDC National Center  
for Injury Prevention (NCIPC)  
Title: Fentanyl: The Silent Killer PSA  
Credits:

Eduardo Sarmiento, Executive Creative Director  
Aerien Mull, Creative Director  
Colin Barnes, Associate Creative Director  
Bronie Brunet, Senior Art Director / Producer  
Melissa Pierce, Senior Art Director  
Dani Simmons, Art Director  
Jack Twachtman, Copywriter  
Kim Vermillion, EVP / Brand & Marketing Strategy  
Chad Villarroel, Account Director  
Anna Jaffee, Account Director  
Petalia Johnson, Account Executive  
LYTR - Drew White, Animator

58



58

Entrant Company: Dunn&Co., Inc.  
Client Company Name: Florida Dept. of Transportation  
Title: Driverless Cars Campaign  
Credits:

Troy Dunn, Chief Creative Officer  
Chris Corley, Executive Creative Director  
Matthew Zaifert, Creative Director  
Stephanie Morrison, Associate Creative Director  
Max Dempster, Senior Copywriter  
Josh Adams, Director of Post-Production  
Dylan Melcher, Director of Cinematography  
Jessica Hall, Account Executive

59



59

Entrant Company: Markham Yard  
Client Company Name: The Children's Hospital  
of Richmond at VCU  
Title: CHoR: The Wonder Tower  
Credits:

Markham Cronin, Chief Creative Officer  
Katie Coffey, Group Account Director  
Michelle Azzi, Associate Creative Director  
Karina Bagdadi, Senior Copywriter  
Gardner Dorton, Copywriter  
Sofia Olarra, Art Director  
Laura Suescun, Art Director  
Alec Lopez, Senior Producer  
Catherine Guerra, Account Manager  
Vanessa Doré, Director of Traffic  
Lobo, Animation Studio  
Colorbars, Production Company

## Animation, Special Effects or Motion Graphics con't.

60 Entrant Company: C-COM Group Inc.  
Client Company Name: FLORIDA POWER & LIGHT  
Title: FPL Future Proof TV  
Credits:

Sergio Rodriguez, VP, Executive Creative Director  
Colleen Fallon, Creative Director  
Andre Coniaric, Associate Creative Director  
Guillermo Sebastiani, Senior Video Editor  
Junior Jimenez, Associate Creative Director  
Alejandro Reyes, Video Editor  
Reuben Pereira, Director, Project Management  
Jorge Khuly, Executive Producer  
Sandra Pastrana, Group VP  
Lauren Garcia, Account Supervisor  
Joanne Joseph, Account Executive  
Jorge Espinosa, Managing Director



60

61 Entrant Company: McCann Port of Spain  
Client Company Name: Carib Brewery  
Title: Shandy New Label Reveal Animation  
Credits:

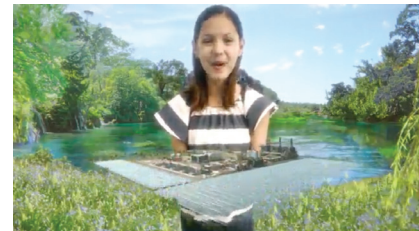
Marvin Imamshah, Creative Director/Writer  
Shaka Nkosi, Animator



61

62 Entrant Company: C-COM Group Inc.  
Client Company Name: FLORIDA POWER & LIGHT  
Title: FPL Future Proof TV  
Credits:

Sergio Rodriguez, VP, Executive Creative Director  
Colleen Fallon, Creative Director  
Andre Coniaric, Associate Creative Director  
Guillermo Sebastiani, Senior Video Editor  
Junior Jimenez, Associate Creative Director  
Alejandro Reyes, Video Editor  
Reuben Pereira, Director, Project Management  
Jorge Khuly, Executive Producer  
Sandra Pastrana, Group VP  
Lauren Garcia, Account Supervisor  
Joanne Joseph, Account Executive  
Jorge Espinosa, Managing Director



62

## Computer Generated Imagery (CGI)

62 Entrant Company: C-COM Group Inc.  
Client Company Name: FLORIDA POWER & LIGHT  
Title: FPL Future Proof TV  
Credits:

Sergio Rodriguez, VP, Executive Creative Director  
Colleen Fallon, Creative Director  
Andre Coniaric, Associate Creative Director  
Guillermo Sebastiani, Senior Video Editor  
Junior Jimenez, Associate Creative Director  
Alejandro Reyes, Video Editor  
Reuben Pereira, Director, Project Management  
Jorge Khuly, Executive Producer  
Sandra Pastrana, Group VP  
Lauren Garcia, Account Supervisor  
Joanne Joseph, Account Executive  
Jorge Espinosa, Managing Director

63



64



65



## Sound Design

63

Entrant Company: Brunet-Garcia  
 Client Company Name: CDC National Center  
 for Injury Prevention (NCIPC)  
 Title: Fentanyl: The Silent Killer PSA  
 Credits:

Eduardo Sarmiento, Executive Creative Director  
 Aerien Mull, Creative Director  
 Colin Barnes, Associate Creative Director  
 Bronie Brunet, Senior Art Director / Producer  
 Melissa Pierce, Senior Art Director  
 Dani Simmons, Art Director  
 Jack Twachtman, Copywriter  
 Kim Vermillion, EVP / Brand & Marketing Strategy  
 Chad Villarroel, Account Director  
 Anna Jaffee, Account Director  
 Petalia Johnson, Account Executive  
 LYTR - Drew White, Animator

## DIGITAL CREATIVE TECHNOLOGY: Responsive Design

64

Entrant Company: Maven Creative  
 Client Company Name: Colossal  
 Title: Colossal Website  
 Credits:

Sean Jones, Senior Designer  
 Lee Waters, Senior Designer  
 Travis Pietsch, Senior Designer  
 Chris Stephens, Chief Creative Officer  
 Art Hardie, VP, Assoc. Creative Director, Lead Copywriter  
 John Sheppard, Chief Technology Officer  
 Matt Masterson, Director of Accounts  
 Tiffanie Brunson, Studio Manager

## Data Driven Media

65

Entrant Company: Starmark  
 Client Company Name: Amelia Island Convention  
 and Visitors Bureau  
 Title: Amelia Island Weather Triggered Ads  
 Credits:

Angel Marlieb, Senior Copywriter  
 Noman Rafiq, UX Designer  
 Jacob Edenfield, Group Creative Director  
 Dale Baron, Executive Creative Director  
 Sherene Irani, Media Director

## Innovative Use of Interactive / Technology

66 Entrant Company: Dunn&Co., Inc.  
Client Company Name: Tampa Bay Lightning  
Title: Tweet Tape - Innovation  
Credits:

Troy Dunn, Chief Creative Officer  
Kamden Kuhn, EVP, Strategy  
Matthew Zaifert, Creative Director  
Dylan Melcher, Director of Cinematography  
Christa Savio, Senior Editor  
Victoria Pezzella, Producer  
Stephanie Morrison, Associate Creative Director  
Max Dempster, Senior Copywriter  
Jessica Hall, Account Executive



66



67

## CORPORATE SOCIAL RESPONSIBILITY: Online/Interactive

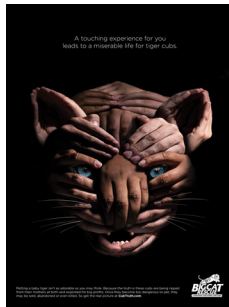
67 Entrant Company: Bravely  
Client Company Name: Jacksonville Jaguars  
Title: My Cause My Cleats, Lerentee McCray

## Radio

68 Entrant Company: Zubi Advertising  
Client Company Name: The CLEO Institute  
Title: The Undercover Names  
Credits:

Iván Calle, VP, Executive Creative Director  
Francisco Sánchez, Associate Creative Director  
Roberto López, Sr. Copywriter  
Sebastián Fernández, Sr. Art Director  
Ronnie González, Executive Integrated Producer  
Rosely Del Castillo, Sr. Project Manager  
Pablo Miró, VP, Growth Marketing  
Henry Gómez, VP, Strategic Planning  
Isabella Sánchez, VP, Media Integration  
Michelle Alonso, Creative Coordinator  
Henry China, Proofreader  
Yoca Ardití-Rocha, Executive Director  
at The CLEO Institute

69



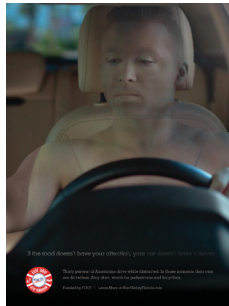
**PUBLIC SERVICE:  
Out-Of-Home – Poster**

69

Entrant Company: PPK  
 Client Company Name: Big Cat Rescue  
 Title: Tiger Cub Petting Truth  
 Credits:

Tom Kenney, Agency President/CEO  
 Paul Prato, Executive Creative Director  
 Michael Schillig, Creative Director/Writer  
 Javier Quintana, Associate Creative Director  
 Pat Floyd, Senior Art Director  
 Patrick Guyer, Photographer  
 David Phillips, Account Executive

70

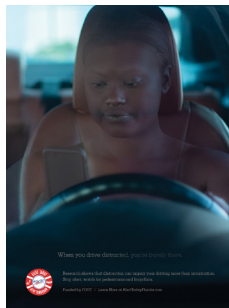


70

Entrant Company: Dunn&Co., Inc.  
 Client Company Name: Florida Dept. of Transportation  
 Title: Driverless Cars Poster - Attention  
 Credits:

Troy Dunn, Chief Creative Officer  
 Stephanie Morrison, Associate Creative Director  
 Max Dempster, Senior Copywriter  
 Jessica Hall, Account Executive  
 Chris Corley, Executive Creative Director  
 Matthew Zaifert, Creative Director  
 Dylan Melcher, Director of Photography

71



71

Entrant Company: Dunn&Co., Inc.  
 Client Company Name: Florida Dept. of Transportation  
 Title: Driverless Cars Poster-Barely There  
 Credits:

Troy Dunn, Chief Creative Officer  
 Stephanie Morrison, Associate Creative Director  
 Max Dempster, Senior Copywriter  
 Jessica Hall, Account Executive  
 Chris Corley, Executive Creative Director  
 Matthew Zaifert, Creative Director  
 Dylan Melcher, Director of Photography

72



72

Entrant Company: Dunn&Co., Inc.  
 Client Company Name: Florida Dept. of Transportation  
 Title: Driverless Cars Poster - Everywhere  
 Credits:

Troy Dunn, Chief Creative Officer  
 Stephanie Morrison, Associate Creative Director  
 Max Dempster, Senior Copywriter  
 Jessica Hall, Account Executive  
 Chris Corley, Executive Creative Director  
 Matthew Zaifert, Creative Director  
 Dylan Melcher, Director of Photography  
 Valerie Ramirez, Sr. Experiential Strategist

## Out-Of-Home Campaign

73 Entrant Company: Dunn&Co., Inc.  
Client Company Name: Florida Department of Transportation  
Title: Driverless Cars Poster Series  
Credits:

Troy Dunn, Chief Creative Officer  
Stephanie Morrison, Associate Creative Director  
Max Dempster, Senior Copywriter  
Jessica Hall, Account Executive  
Chris Corley, Executive Creative Director  
Matthew Zaifert, Creative Director  
Dylan Melcher, Director of Photography



73

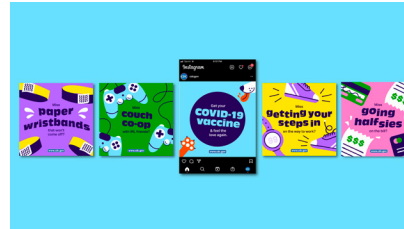
## Online/Interactive Campaign

74 Entrant Company: Brunet-Garcia  
Client Company Name: CDC National Center  
for Immunization and Respiratory Diseases (NCIRD)  
Title: Micromoments Campaign - Social  
Credits:

Eduardo Sarmiento, Executive Creative Director  
Aerien Mull, Creative Director  
Cassie Deogracia, Senior Art Director  
Melissa Pierce, Senior Art Director  
Emily Spitler, Art Director  
Keenan Farrar, Account Director  
Amy Mills, Account Executive  
Jack Twatchman, Copywriter  
Bronie Brunet, Production  
Blake Hicks, Animation  
Castaño Group, Animation  
Push Button Productions, Music / Sound



74



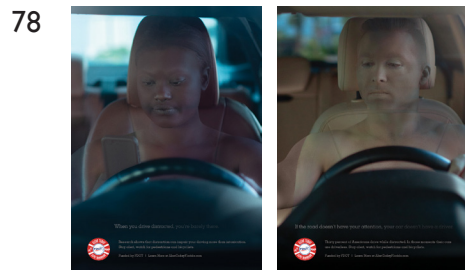
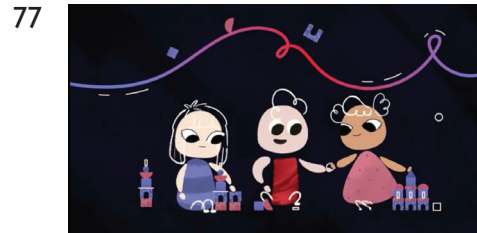
## Television

75 Entrant Company: Dunn&Co., Inc.  
Client Company Name: Florida Department of Transportation  
Title: Driverless Cars  
Credits:

Troy Dunn, Chief Creative Officer  
Stephanie Morrison, Associate Creative Director  
Max Dempster, Senior Copywriter  
Jessica Hall, Account Executive  
Chris Corley, Executive Creative Director  
Matthew Zaifert, Creative Director  
Josh Adams, Director of Post-Production  
Dylan Melcher, Director of Cinematography



75



## Online Film, Video & Sound

- 76 Entrant Company: Markham Yard  
 Client Company Name: The Children's Hospital of Richmond at VCU  
 Title: CHoR: The Wonder Tower  
 Credits:

Markham Cronin, Chief Creative Officer  
 Katie Coffey, Group Account Director  
 Michelle Azzi, Associate Creative Director  
 Karina Bagdadi, Senior Copywriter  
 Gardner Dorton, Copywriter  
 Sofia Olarra, Art Director  
 Laura Suescun, Art Director  
 Alec Lopez, Senior Producer  
 Catherine Guerra, Account Manager  
 Vanessa Doré, Director of Traffic  
 Lobo, Animation Studio  
 Colorbars, Production Company

## Film, Video & Sound Campaign

- 77 Entrant Company: Digital Brew  
 Client Company Name: Fatherly  
 Title: What is Neurodiversity?  
 Credits:

Nick Brown, Animator  
 Andrea Uruburok, Art Director  
 Jacob Oliver, Producer  
 Douglas Jarman, Creative Director  
 Beau Benson, Animation Director  
 Michael Cardwell, Producer

## Integrated Media Campaign

- 78 Entrant Company: Dunn&Co., Inc.  
 Client Company Name: Florida Dept. of Transportation  
 Title: Driverless Cars Campaign  
 Credits:

Troy Dunn, Chief Creative Officer  
 Chris Corley, Executive Creative Director  
 Matthew Zaifert, Creative Director  
 Stephanie Morrison, Associate Creative Director  
 Max Dempster, Senior Copywriter  
 Josh Adams, Director of Post-Production  
 Dylan Melcher, Director of Cinematography  
 Jessica Hall, Account Executive

## ADVERTISING INDUSTRY SELF-PROMOTION: Brand Elements

- 79 Entrant Company: Vidi Global  
Client Company Name: Vidi Global  
Title: Vidi Global Culture Book  
Credits:  
John Arriola, Art Director  
Christian Arriola, Creative Director  
Christina Nguyen, Creative  
Aaron Antonio, Creative



79

## Direct Marketing & Specialty Advertising

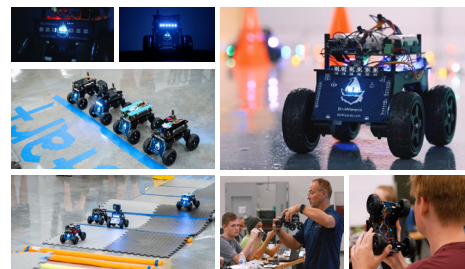
- 80 Entrant Company: Maven Creative  
Client Company Name: Maven Creative  
Title: Maven New Year's News  
Credits:  
Sean Jones, Senior Designer  
Travis Pietsch, Senior Designer  
Lee Waters, Senior Designer  
Art Hardie, VP, Assoc. Creative Director, Lead Writer  
Melanie Leonard, Junior Copywriter  
Chris Stephens, Chief Creative Officer  
Brandon Williams, Senior Designer



80



- 81 Entrant Company: Bit-Wizards  
Client Company Name: Bit-Wizards  
Title: Wizzy Rover  
Credits:  
Dave Perkins, Principal Senior Software Engineer  
Russ Davis, Principal Lead Software Engineer



81

## Film, Video & Sound

- 82 Entrant Company: Luminary Visuals  
Client Company Name: JM Kallet  
Title: Mazda: Take Flight  
Credits:  
J.M. Kallet, Director  
Andy Rance, Producer/Copywriter/Cinematographer/  
Editor/Colorist  
Alonso Aliaguilla, Producer/Cinematographer/Editor  
Jay Guzman, Production Manager  
Stephanie Bauduhin, Art Director  
Hector Martinez, Assistant Camera  
Kevin Guzman, Gaffer  
Yasser Marte, Production Assistant  
Gage Boozan, Music Composer



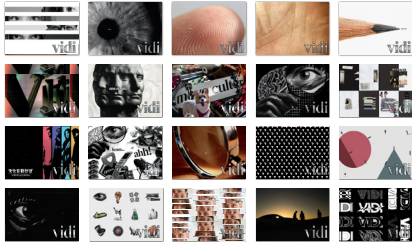
82





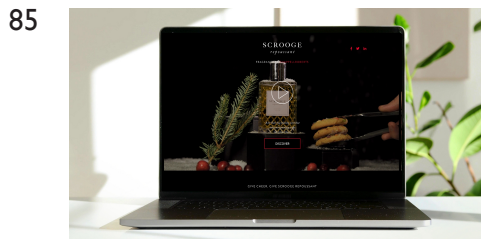
83 Entrant Company: Vidi Global  
 Client Company Name: Vidi Global  
 Title: Vidi Culture Book Video  
 Credits:  
 Christian Arriola, Creative Director  
 Aaron Antonio, Scriptwriter/Video Editor  
 Christina Nguyen, Producer  
 John Arriola, Art Director

84 Vidi Culture Book  
 Holiday Postcards



### Integrated Media Campaign

84 Entrant Company: Vidi Global  
 Client Company Name: Vidi Global  
 Title: Vidi Global Culture Book Campaign  
 Credits:  
 Christian Arriola, Creative Director  
 John Arriola, Art Director  
 Aaron Antonio, Scriptwriter/Video Editor/Creative  
 Christina Nguyen, Producer/Project Coordinator



85 Entrant Company: ChappellRoberts  
 Client Company Name: ChappellRoberts  
 Title: Scrooge Repoussant  
 Credits:  
 Matt Boswell, Principal / Executive Creative Director  
 Glenn Horn, Creative Director  
 Charlie Militello, Associate Creative Director  
 Claudia Yuen, Senior Art Director  
 Kelsea Samson, Copywriter  
 Tommy Eliason, Designer  
 Andrea Pejack, Jr. Art Director  
 Bryana Lucas, Videographer/Editor  
 Ed Foster, Web Developer  
 Lisa Barringer, Senior Project Manager  
 Zuraya Long, Traffic Coordinator

professional  
awards:

**SILVER**

# SALES & MARKETING

## SALES PROMOTION:

### Packaging

Entrant Company: Hawkers Asian Street Food  
Client Company Name: Hawkers Asian Street Food  
Title: Hawkers Takeout Gan Bei Bag  
Credits:  
Adam Smajstrla, Creative Director  
Esther McIlvain, Communications Director  
Kaleb Harrell, CEO & Co-Founder

### Packaging Campaign

Entrant Company: Benedict Advertising  
Client Company Name: Dunes Brewery  
Title: Dunes Brewery Growler Cans  
Credits:  
Bill Nosa, Creative Director  
Joey Ramos, Associate Creative Director  
Michael Benedict, President

Entrant Company: Backyard Design Company  
Client Company Name: Ft Farfan  
Title: Technigro Fertilizer Packaging  
Credits:  
Nicholas Huggins, Creative Director  
Aaliah De Gale, Graphic Artist  
Chevonne Attale, Account Director

### Point of Purchase - Free Standing

Entrant Company: Trademasters Pos & Display  
Client Company Name: Stansfeld Scott  
Title: What's in your bag?  
Credits:  
Leo Carrington, Director  
Harriette Skeete, Brand Manager

## COLLATERAL MATERIAL:

### Printed Annual Report

Entrant Company: McCann Port of Spain  
Client Company Name: First Citizens  
Title: First Citizens "C" Annual Report  
Credits:  
Marvin Imamshah, Chief Creative Officer  
Candice Inniss, Senior Art Director  
Miguel Sun Kow Marcano, Copywriter  
Marc Arneaud, Associate Creative Director  
Wendy John, Group Account Director

## Brochure

Entrant Company: BowStern  
Client Company Name: Bee Hive Productions, LLC  
Title: America's Quilt  
Credits:  
Brian Ringo, Designer, Interior  
Brannon Solomon, Senior Designer, Exterior  
Jeremy Spinks, Creative Director

## Magazine Design

Entrant Company: Adjective & Co.  
Client Company Name: Whalebone Media  
Title: Whalebone Magazine - The Wine Issue  
Credits:  
Taylor Harkey, Chief Creative Officer  
Mallory Turner, Creative Director  
Eddie Berrang, Publisher  
Jordon Kaplan, Managing Editor  
Danielle Bergh, VP of Operations  
Ali LaPore, Art Director  
Sylvia Dean, Associate Editor

## Book Design

Entrant Company: Maven Creative  
Client Company Name: Hypergiant  
Title: Elements of Civilization Book  
Credits:  
Lee Waters, Senior Designer  
Travis Pietsch, Senior Designer  
Gabriel Murgueytio, Design Intern  
Art Hardie, VP, Assoc. Creative Director,  
Lead Writer  
Chris Stephens, Chief Creative Officer

## Special Event Material - Card, Invitation, Announcement

Entrant Company: Sherri Morrison Creative Design  
Client Company Name: Naples Winter Wine Festival  
Title: NWWF, Meet the Kids Day  
Credits:  
Sherri Morrison Creative Design,  
Creative Director  
Lisa Juliano, Naples Children & Education  
Foundation, Director, Events  
& Communications  
Michael Andersen, Roberts Printing,  
Account Manager

## Special Event Material Campaign- Card, Invitation, Announcement

Entrant Company: Sherri Morrison Creative Design  
Client Company Name: Naples Children  
& Education Foundation

Title: Naples Winter Wine Festival Rise Up  
Credits:

Sherri Morrison Creative Design,  
Creative Director  
Lisa Juliano, Naples Children & Education  
Foundation, Director, Events  
& Communications  
Michael Andersen, Roberts Printing,  
Account Manager

## DIRECT MARKETING Specialty Advertising - Other Merchandise

Entrant Company: The Marketing Bar  
Client Company Name: Pensacola Humane Society  
Title: Custom Etched Wine Collection

Credits:

Michelle Sarra, Art Direction  
Bj Boegle, Graphic Designer  
The Marketing Bar, Print Production

Entrant Company: Ross Advertising  
Client Company Name: Guardian Group  
Title: Guardian Group 2022 Calendar  
Credits:

Leizelle Gunness, Designer  
Qadir Maharaj, Creative Director  
Stacey Ryan, Head of Agency Operations  
Ria Baboolal, Account Manager  
Chester Parris, Creative Director

## PRINT ADVERTISING

### MAGAZINE ADVERTISING: Full Page Or Less

Entrant Company: Benedict Advertising  
Client Company Name: Dunes Brewery  
Title: Dunes Brewery

Credits:

Bill Nosan, Creative Director  
Joey Ramos, Associate Creative Director  
Michael Benedict, CEO

## Magazine Advertising Campaign

Entrant Company: Power-Pole  
Client Company Name: Power-Pole  
Title: Power-Pole One With The Fish  
Credits:

Trushar Patel, Sr. Art Director  
Palmer Holmes, Creative Director  
Scott Hereford, Creative Director  
Michael Schillig, Sr. Copywriter  
Robert Shamblin, Vice President

Entrant Company: Miles Partnership  
Client Company Name: Kentucky Dept. of Tourism  
Title: Stay Close. Go Far. Travel Safe.  
Credits:

Kentucky Department of Tourism,  
Neal Alfano, Vice President, Creative Director  
Margaret Horlander, Account Team V.P.  
Larry Lynn, Creative Director  
Cynthia Kendrick, Account Director  
Chris Fjelde, Graphic Designer  
Steven Keith, Senior Content Director  
Susan Schuldt, Project Manager

### NEWSPAPER ADVERTISING: Spread or Multiple Page

Entrant Company: McCann Port of Spain  
Client Company Name: Carib Brewery  
Title: Shandy "Cactus" Press  
Credits:

Marvin Imamshah, Creative Director/Writer  
Marc Arneaud, Associate Creative Director/  
Art Director  
Johnathan Mahadeo, Graphic Artist  
Wendy John, Account Director  
Marsha Kalloo, Category Manager,  
Shandy Carib

## OUT-OF-HOME & AMBIENT MEDIA

### AMBIENT MEDIA: Guerrilla Marketing

Entrant Company: Arteaga & Arteaga  
Client Company Name: Reckitt Puerto Rico  
Title: Fashion Mask Award  
Credits:

Aníbal E. Quiñones, Chief Creative Director  
Noel Casanova, Art Director  
Zaided Colón, Copywriter  
Ruth Pacheco, Account Director  
Natalia Rodriguez, Media Director  
Juan Alberto Arteaga, Planning Director

Entrant Company: Dunn&Co., Inc.  
Client Company Name: Tampa Bay Lightning  
Title: Room and Boards

Credits:

Troy Dunn, Chief Creative Officer  
Kamden Kuhn, EVP, Strategy  
Matthew Zaifert, Creative Director  
Dylan Melcher, Director of Cinematography  
Billy McCreary, Videographer  
Grant Gunderson, Photographer  
Christa Savio, Senior Editor  
Josh Adams, Senior Editor  
Victoria Pezzella, Producer  
Stephanie Morrison, Assoc. Creative Director  
Mitchell Goodrich, Art Director  
Jessica Hall, Account Executive

## Installations

Entrant Company: Bombshell Productions  
Client Company Name: Samsung | Latin Billboards  
Title: Samsung Latin Billboards Set Build

Credits:

Bombshell Productions, Design Execution,  
Fabrication, and Installation  
AGENC, Inc, Marketing & Branding Agency

Entrant Company: Dunn&Co., Inc.  
Client Company Name: Tampa Bay Lightning  
Title: Room and Boards - Installation

Credits:

Troy Dunn, Chief Creative Officer  
Grant Gunderson, Videographer  
Christa Savio, Senior Editor  
Max Dempster, Senior Copywriter  
Jessica Hall, Account Executive  
Reilley Baugh, Account Coordinator  
Stephanie Morrison, Assoc. Creative Director  
Matthew Zaifert, Creative Director

## Events

Entrant Company: Dunn&Co., Inc.  
Client Company Name: Tampa Bay Lightning  
Title: Room and Boards

Credits:

Troy Dunn, Chief Creative Officer  
Kamden Kuhn, EVP, Strategy  
Matthew Zaifert, Creative Director  
Dylan Melcher, Director of Cinematography  
Billy McCreary, Videographer  
Grant Gunderson, Photographer  
Christa Savio, Senior Editor  
Josh Adams, Senior Editor  
Victoria Pezzella, Producer  
Stephanie Morrison, Assoc. Creative Director

Mitchell Goodrich, Art Director  
Jessica Hall, Account Executive

Entrant Company: C-COM Group Inc.  
Client Company Name: Neutrogena  
Title: Urban Divas United

Credits:

Lina Baena, Group VP  
Angie Diaz, VP, Public Relations  
Mariori Calderon, Account Manager  
Mila Morante, Account Manager  
MG Ramery, Account Executive  
Manny Reyes  
Jan Michael Ramery

## OUT-OF-HOME: Poster

Entrant Company: Brunet-Garcia  
Client Company Name: Ebony Payne-English  
Title: Kuongoza Poster

Credits:

Eduardo Sarmiento, Exec. Creative Director  
Aerien Mull, Creative Director  
Bianca Borghi, Design Lead

## Outdoor Board – Flat

Entrant Company: Dunn&Co., Inc.  
Client Company Name: Tampa Bay Lightning  
Title: Here Comes the Reign

Credits:

Troy Dunn, Chief Creative Officer  
Matthew Zaifert, Creative Director  
Mitch Feickert, Senior Art Director  
Max Dempster, Senior Copywriter  
Jessica Hall, Account Executive

## Site - Interior or Exterior

Entrant Company: Studio Five Creative  
Client Company Name: Cocktail Kitchen  
Title: The Art of Rum

Credits:

Lauren Ince, Creative Director  
6pm Splash, Artists  
Janay Cumberbatch, Strategist

## Out-Of-Home Campaign

Entrant Company: OUTFRONT Media  
Client Company Name: Coalition for the Homeless  
of Central Florida  
Title: Real World Problems  
Credits:  
Eddy Herty, National Creative Director  
Drew Bolen, Regional Creative Director  
Jarrod Glick, Sr. Art Director  
Jarrod Glick, Copywriter  
Dré Greppi, Illustrator - Assoc. Creative  
Director - Say It Loud!

## ONLINE/INTERACTIVE

### WEBSITES: Consumer

Entrant Company: Nautique Boat Company  
Client Company Name: Nautique Boat Company  
Title: Design Your Nautique

Entrant Company: Rock Paper Simple  
Client Company Name: The M.O.R.G.A.N. Project  
Title: The M.O.R.G.A.N. Project Website  
Credits:

Danielle Hurley, Designer  
Mackenzie Bills, Marketing Manager  
Jefte Puente, Developer  
Christopher Quintero, Animator

Entrant Company: AgAmerica Lending  
Client Company Name: AgAmerica Lending  
Title: Website Redesign  
Credits:  
Donya-Faye Wix, Senior Marketing Manager  
Veronica Rodriguez, Marketing Director  
Shelby Buchanan, Content  
Development Coordinator  
Shelby Poling, Brand Manager  
Martin Corbin, Senior Creative Manager  
Huemor, Web Development Agency  
Josh Nederveld, Web Developer

Entrant Company: BIGEYE  
Client Company Name: Luma & Leaf  
Title: Luma & Leaf Website  
Credits:  
Justin Ramb, Brand Strategy Director  
Nicole Clark, Operations Manager  
Delaney Doria, Brand Manager  
Rhett Withey, Art Director  
Kathie Baptista, Designer  
Seth Segura, Creative Director  
Jenna Radomsky, Digital Project Manager

Entrant Company: BIGEYE  
Client Company Name: National Mango Board  
Title: Mango.org  
Credits:  
Seth Segura, Creative Director & Copywriter  
Rhett Withey, Art Director  
Jennifer Roasa, Account Manager  
Carely Conrod, Associate Account Manager  
Jenna Radomsky, Digital Project Manager  
Sandra Marshall, VP of Client Services

### B-to-B

Entrant Company: SAY IT LOUD!  
Client Company Name: Interstruct, Inc.  
Title: Interstruct Website  
Credits:

Alexandria Palmer, Art Director / Designer  
Cortney Smith, Account Executive  
Julio Lima, Creative Activist  
Brandy Gill, Creative Director / Copywriter  
Giles Partington, Web Developer  
Emmanuel Rivera, Multimedia Designer /  
Animator

### Microsites

Entrant Company: Purple, Rock, Scissors  
Client Company Name: Adult Swim  
Title: Rick & Morty: Rick Yourself  
Credits:  
Elysse Romeo, Account Manager  
Mark Malta, VP of Experience  
Joshua Hurtado, Creative Director  
Lin Jackson, Product Developer  
Cameron Robinson, Product  
& Motion Designer  
Matt Eagle, Director of Technology  
Matt Tonner, QA Specialist  
Chelsea Sequenzia, Manager of Production  
& Resourcing  
ilovedust, Illustration

Entrant Company: AgAmerica Lending  
Client Company Name: AgAmerica Lending  
Title: National Farmer's Day Site  
Credits:  
Martin Corbin, Senior Creative Manager  
Donya-Faye Wix, Senior Marketing Manager  
Shelby Buchanan, Content  
Development Coordinator  
Morgan Lemmen, Content  
Development Coordinator  
Shelby Poling, Brand Manager  
Veronica Rodriguez, Marketing Director  
Josh Nederveld, Web Developer

## Social Media

Entrant Company: McCann Port of Spain

Client Company Name: Nestle Trinidad

Title: MAGGI Citrus Wash - Pedro

Credits:

Marvin Imamshah, Chief Creative Officer

Candice Inniss, Senior Art Director

Miguel Sun Kow Marcano, Copywriter

Stefan Fournillier, Animator

Nikeisha Joseph, Content Strategist

Wendy John, Group Account Director

Entrant Company: Saltwater Studios Ltd.

Client Company Name: Pizza Hut

Title: Eid Greeting

Credits:

Chris Badal, Associate Creative Director

Devika Ramcharan, Graphic Artist

Rhonda Landreth-Smith, Creative Director

Tarel Laughlin, Managing Director

## Social Media Campaign

Entrant Company: Dunn&Co., Inc.

Client Company Name: Tampa Bay Lightning

Title: Room and Boards - Instagram Series

Credits:

Troy Dunn, Chief Creative Officer

Max Dempster, Senior Copywriter

Stephanie Morrison, Assoc. Creative Director

Jessica Hall, Account Executive

Entrant Company: neuelane

Client Company Name: LOUD Lacquer

Title: Welcome to the Party

Credits:

Michael Campos, CEO, Head of Strategy

Brandon Rodriguez, President,

Head of Production

Jonathan Morffi, Creative Director

Michael Geronazzo, Director of Photography

Maite Figueroa, Production Manager

Entrant Company: Dunn&Co., Inc.

Client Company Name: Smokey Bones

Title: Global Rib Passport Social Videos

Credits:

Troy Dunn, Chief Creative Officer

Matthew Zaifert, Creative Director

Mitch Feickert, Senior Art Director

Max Dempster, Senior Copywriter

Grant Gunderson, Videographer

Seth Allen, Production Assistant

Christa Savio, Editor

Jessica Hall, Account Executive

## APPS, GAMES, VIRTUAL REALITY:

### Website Based App

Entrant Company: Purple, Rock, Scissors

Client Company Name: Adult Swim

Title: Rick & Morty: Rick Yourself

Credits:

Elysse Romeo, Account Manager

Mark Malta, VP of Experience

Joshua Hurtado, Creative Director

Lin Jackson, Product Developer

Cameron Robinson, Product

& Motion Designer

Matt Eagle, Director of Technology

Matt Tonner, QA Specialist

Chelsea Sequenzia, Manager of Production

& Resourcing

ilovedust, Illustration

## BLOGS & DIGITAL PUBLICATIONS:

### Digital Publications

Entrant Company: Maven Creative

Client Company Name: Hivecell

Title: Hivecell Sales Deck

Credits:

Travis Pietsch, Senior Designer

Sean Jones, Senior Designer

Art Hardie, VP, Associate Creative Director

Chris Stephens, Chief Creative Officer

Entrant Company: Maven Creative

Client Company Name: Colossal

Title: Colossal Sales Deck

Credits:

Sean Jones, Senior Designer

Travis Pietsch, Senior Designer

Art Hardie, VP, Associate Creative Director,

Lead Writer

Chris Stephens, Chief Creative Officer

## BRANDED CONTENT & ENTERTAINMENT

### Branded Content & Entertainment for Online/Interactive

Entrant Company: Bravely

Client Company Name: Jacksonville Jaguars

Title: Jaguars x Tide: Turn to Cold

## Branded Content & Entertainment for Online/ Interactive con't.

Entrant Company: Push.  
Client Company Name: Sonny's BBQ  
Title: Tales from the Pit Online Program  
Credits:  
Mark Unger, Chief Creative Officer  
Kevin Harrell, Creative Director  
Chris Work, Art Director  
Jason Gonzales, Copywriter  
Spry, Producer  
Devin Olson Media, Producer  
Stormy Williamson, Producer

Entrant Company: Arteaga & Arteaga  
Client Company Name: Reckitt Puerto Rico  
Title: Fashion Mask Award  
Credits:  
Aníbal E. Quiñones, Chief Creative Director  
Noel Casanova, Art Director  
Zaided Colón, Copywriter  
Ruth Pacheco, Account Director  
Natalia Rodriguez, Media Director  
Juan Alberto Arteaga, Planning Director

Entrant Company: Pelikula Studios International  
Client Company Name: Curoil  
Title: The Good Bus  
Credits:  
Michael Dalnoot, Director  
Ruviendel Isenia, Cinematographer  
Beatriz Navas, Assistant Director  
Peterson Octavius, Grip  
Shorlon Paulina, Best boy  
Clifford Richardson, Gaffer assistant  
Sabine Curiel, Executive Producer & Art Director

## FILM, VIDEO, & SOUND

### AUDIO/RADIO ADVERTISING: Local - 30 seconds or less

Entrant Company: Arteaga & Arteaga  
Client Company Name: Little Caesar's Pizza  
Title: Speaker  
Credits:  
Aníbal E. Quiñones, Chief Creative Director  
Gabriel Morales, Art Director  
Sedrick Serrano, Copywriter  
Veronica Pujols, Account Director  
Natalia Rodriguez, Media Director  
Juan Alberto Arteaga, Planning Director

## Local - Campaign

Entrant Company: Lonsdale Saatchi & Saatchi  
Advertising Ltd.  
Client Company Name: DIGICEL  
Title: Digicel – ASMR Radio Ads  
Credits:  
Anson George, Producer  
Keron Boodoosingh, Copywriter  
Stephanie Nahous, Account Executive  
Lea Daniel, Junior Account Executive

## Regional/National - more than 30 seconds

Entrant Company: Ross Advertising  
Client Company Name: Carib Brewery Limited  
Title: Hold on to the Carnival Roadmix  
Credits:  
Travis World, Producer  
Erphaan Alves, Talent  
Precision Productions, Producer  
Anderson Amos, Production Manager  
Stacey Ryan, Head of Agency Operations  
Qadir Maharaj, Creative Director  
Chester Parris, Creative Director

Entrant Company: Ross Advertising  
Client Company Name: Carib Brewery Limited  
Title: Carib CPL Jingle  
Credits:  
Kit Israel, Producer + Voice Talent  
Patrice Roberts, Voice Talent  
Anderson Amos, Production Manager  
Stacey Ryan, Head of Agency Operations

## TELEVISION ADVERTISING: Local (One DMA) - 30 seconds

Entrant Company: Wingard  
Client Company Name: David Gray Plumbing  
Title: David Gray To The Rescue  
Credits:  
David Wingard, Creative Director  
Thomas Taylor, Art Director  
Ben Windsor, Animation Designer  
Madeline Rolfsen, Account Executive



## Local (One DMA) - 60 seconds or more

Entrant Company: Schifino Lee Advertising  
+ Branding  
Client Company Name: Steel Manufacturers Assoc.  
Title: We Are Progress  
Credits:  
Chris Bakay, ACD & Art Director  
Jennifer Rule, VP Executive Creative  
Director & Brand Strategy  
Rachel Jensen, Account Supervisor  
& Manager, Audience Strategy  
Jason Bryant, Senior Copywriter

## Regional/National – Up to 2:00

Entrant Company: C-COM Group Inc.  
Client Company Name: Florida Power & Light  
Title: FPL Future Proof TV  
Credits:  
Sergio Rodriguez, VP, Executive  
Creative Director  
Colleen Fallon, Creative Director  
Andre Coniaric, Associate Creative Director  
Guillermo Sebastiani, Senior Video Editor  
Junior Jimenez, Associate Creative Director  
Alejandro Reyes, Video Editor  
Reuben Pereira, Director, Project Management  
Jorge Khuly, Executive Producer  
Sandra Pastrana, Group VP  
Lauren Garcia, Account Supervisor  
Joanne Joseph, Account Executive  
Jorge Espinosa, Managing Director

## ONLINE FILM, VIDEO & SOUND: Internet Commercial - Any Length

Entrant Company: MakSchu LLC  
Client Company Name: U.S. Masters Swimming  
Title: U.S. Masters Swimming  
Credits:  
Christina Maksoud, Producer  
Karim Maksoud, Editor  
Raymmar Tirado, Producer  
Patrick Laughrey Jr., Cinematographer

Entrant Company: Arteaga & Arteaga  
Client Company Name: Pfizer  
Title: Superhero  
Credits:  
Aníbal E. Quiñones, Chief Creative Director  
Paula Faletti, Copywriter  
Nadeshka Monroig, Copywriter  
Antonio Fuentes, Account Director  
Natalia Rodriguez, Media Director

Juan Alberto Arteaga, Planning Director  
Raisa Bonet, Director  
Itzie Molini, Producer  
Alex Ramos, Editor

Entrant Company: Bit-Wizards  
Client Company Name: TalkingParents  
Title: TalkingParents Empathy Video  
Credits:  
Michael Harrison, Lead Video Producer  
Patrick Mead, Digital Marketing Manager  
Heather Ruiz, Director of Marketing

Entrant Company: Shane Burgman Group  
& Wyle Works Media  
Client Company Name: Shane Burgman Group  
Title: Sonoma  
Credits:  
Shane Burgman, Actor / Realtor  
Connor Wyle, Director

Entrant Company: Arteaga & Arteaga  
Client Company Name: Little Caesar's Pizza  
Title: Faster Than You Skip  
Credits:  
Aníbal E. Quiñones, Chief Creative Director  
Gabriel Morales, Art Director  
Sedrick Serrano, Copywriter  
Veronica Pujols, Account Director  
Natalia Rodriguez, Media Director  
Juan Alberto Arteaga, Planning Director

## Webisode – Series

Entrant Company: Calliope Films  
Client Company Name: Calliope Films  
Title: Kitty Get a Job Sketch Comedy  
Credits:  
Kitty Get a Job, Writers, Cast, and Crew

## BRANDED CONTENT & ENTERTAINMENT: Branded Content & Entertainment For Online Film, Video & Sound – 60 seconds or less

Entrant Company: MakSchu LLC  
Client Company Name: U.S. Masters Swimming  
Title: U.S. Masters Swimming  
Credits:  
Christina Maksoud, Producer  
Karim Maksoud, Editor  
Raymmar Tirado, Producer  
Patrick Laughrey Jr., Cinematographer

## Branded Content & Entertainment For Online Film, Video & Sound – 60 seconds or less con't.

Entrant Company: Purple, Rock, Scissors

Client Company Name: 1Password

Title: 1Password - 12 Days of Hacking

Credits:

Bobby Jones, Founder & CEO -  
Director of Photography  
Rich Wahl, President & COO -  
Account Management  
Jessie Blumenthal, Account Manager  
Joshua Hurtado, Creative Director  
Cody Pearson, Art Director  
Mark Staplehurst, Principal Designer  
April Domingo, Visual Designer  
Cameron Robinson, Product  
& Motion Designer  
Lauren Margheim, Copywriter  
Yoko Nakamura, Project Coordinator  
Patrick Michael Chin, Photographer  
Tighe Arnold, Producer

## More than 60 seconds

Entrant Company: Fable Heart Media

Client Company Name: K9s For Warriors

Title: K9s For Warriors Promotional Video

Credits:

Nick Leonard, Founder, Creative Director  
Myles Yazell, Director of Photography/  
Editor/Audio Engineer

Entrant Company: Push.

Client Company Name: Sonny's BBQ

Title: Pit Master Profiles

Credits:

Mark Unger, Chief Creative Officer  
Kevin Harrell, Creative Director  
Chris Work, Art Director  
Jason Gonzales, Copywriter  
Devin Olson Media, Producer  
Stormy Williamson, Producer

## Branded Content & Entertainment For Television

Entrant Company: Miles Partnership

Client Company Name: Visit Grand Junction

Title: Venturing Out: Park2Park 105

Credits:

Brianne Maciejowski, Executive Producer  
Jordan Wollman, Director  
Ryan Thompson, Executive Producer  
Raheim Robinson, Producer & Host  
Caroline Stephens, Associate Producer

Entrant Company: Lonsdale Saatchi & Saatchi Advertising Ltd.

Client Company Name: Angostura Limited

Title: Bamboo Documentary

Credits:

Thais Mc Gowan, Account Executive  
Anson George, Producer  
Leah Ann Jones, Producer  
Bianca Bedoe, Content Producer

## Branded Content & Entertainment – Non-Broadcast

Entrant Company: PPK

Client Company Name: Clearwater Marine Aquarium

Title: Dolphin Experience

Credits:

Tom Kenney, Agency President/CEO  
Paul Prato, Executive Creative Director  
Nicholas Stoeckle, Executive Director,  
Strategy & Innovation  
Dmitrii Osipovskii, Interactive  
Creative Director  
Melissa Reichert, Lead Editor  
Roger Hughes, Director of Audio Production  
Jason McTeague, Lead Animator  
Lauren Houlberg, Supervisor of Production  
& Post  
Joe Guerra, Director of Video Production  
Michael Schillig, Creative Director & Writer  
Xavier Rivera, Senior Art Director  
Evan Cooper, Photographer & Videographer

## SALES PROMOTION: Audio/Visual Sales Presentation

Entrant Company: Maven Creative

Client Company Name: Hivecell

Title: Hivecell Product Video

Credits:

Travis Pietsch, Senior Designer  
Sean Jones, Senior Designer  
Brandon Williams, Senior Designer  
Lee Waters, Senior Designer  
Melanie Leonard, Copywriter  
Chris Stephens, Chief Creative Officer  
Art Hardie, VP, Associate Creative Director

# CROSS PLATFORM

## INTEGRATED ADVERTISING CAMPAIGNS: Consumer Campaign-Regional/National

Entrant Company: C-COM Group Inc.  
Client Company Name: Southeast Toyota Distributors  
Title: Set Rav4  
Credits:

Sergio Rodriguez, VP, Executive  
Creative Director  
Michel Rivero, Creative Director  
Raul Rovira, Associate Creative Director  
Guillermo Sebastiani, Senior Video Editor  
Reuben Pereira, Director, Project Management  
Marcella Murillo, VP, Client Services  
Tiffany Foster, Senior Account Executive  
Jorge Espinosa, Managing Director

Entrant Company: Markham Yard  
Client Company Name: New York Blood  
Center Enterprises  
Title: NYBC Things That Hurt More  
Credits:

Markham Cronin, Chief Creative Officer  
Katie Coffey, Group Account Director  
Jack Daniel Bagdadi, Group Creative Director  
Karina Bagdadi, Senior Copywriter  
Gardner Dorton, Copywriter  
Sofia Olarra, Art Director  
Laura Suescun, Art Director  
Vanessa Doré, Director of Traffic  
Catherine Guerra, Account Manager  
Alec Lopez, Senior Producer  
Mellow Studio, Animation Studio  
Colorbars, Production Company

## INTEGRATED BRAND IDENTITY CAMPAIGN: Local or Regional/National

Entrant Company: Push.  
Client Company Name: Kingsford Fire Grille  
Title: Kingsford Fire Grille Brand  
Credits:

Mark Unger, Chief Creative Officer  
Chris Work, Art Director  
Jason Gonzales, Copywriter  
Jim Brothers, Production Artist  
Marlow Miller, Photographer  
Torii Gate Marketing,

Entrant Company: BIGEYE  
Client Company Name: National Mango Board  
Title: Mango.org Brand Identity Campaign  
Credits:

Rhett Withey, Art Director  
Seth Segura, Creative Director & Copywriter  
Kathie Baptista, Designer  
Lane Martin, Designer  
Dominic Wilson, Motion Designer  
Jenna Radomsky, Digital Project Manager  
Jennifer Roasa, Account Manager  
Carley Conrod, Associate Account Manager  
Sandra Marshall, VP of Client Services  
Sarah Huskins, Account Manager  
Adrian Tennant, VP of Insights

Entrant Company: Studio Five Creative  
Client Company Name: UNDP Accelerator Lab  
Title: Blue Digital  
Credits:

Lauren Ince, Creative Director  
Jody Forte, Senior Designer

## Online/Interactive Campaign

Entrant Company: BIGEYE  
Client Company Name: National Mango Board  
Title: Mango.org Campaign  
Credits:

Seth Segura, Creative Director & Copywriter  
Rhett Withey, Art Director, Designer  
Kathie Baptista, Designer  
Lane Martin, Designer  
Dominic Wilson, Motion Designer  
Adrian Tennant, VP of Insights  
Sarah Huskins, Account Manager  
Jennifer Roasa, Account Manager  
Carley Conrod, Associate Account Manager  
Sanda Marshall, VP of Client Services  
Tim McCormack, VP of Media & Analytics  
Jenna Radomsky, Digital Project Manager

Entrant Company: Caribbean Ideas Synapse  
Client Company Name: Republic Bank Limited (TT)  
Title: RBL TT Vaccination Drive Lifestyle  
Credits:

Kimlin Harrilal, Copy Lead  
Gerrel Saunders, Art Lead  
Jannue Jordan, Digital Team  
Astrid O'Neal, Creative Director  
Candyce-Marie Gosein, Account Executive  
Kristy Seelall, Writer  
Andrew Rodrigues, Writer  
Errol McKenzie, Senior Graphic Designer

## Local or Regional/National con't.

Entrant Company: C-COM Group Inc.  
Client Company Name: CCOM Group  
Title: Whats Wrong is Wrong Campaign  
Credits:

Sergio Rodriguez, VP, Exec. Creative Director  
Junior Jimenez, Associate Creative Director  
Raul Rovira, Associate Creative Director  
Guillermo Sebastiani, Senior Video Editor  
Reuben Pereira, Director, Project Management  
Jorge Espinosa, Managing Director  
Marcella Murillo, VP, Client Services  
Roberto Cervantes, Account Executive

## ELEMENTS OF ADVERTISING: Copywriting

Entrant Company: Push.  
Client Company Name: Push  
Title: Magic Carpet Book  
Credits:

Kevin Harrell, Copywriter

Entrant Company: Dunn&Co., Inc.  
Client Company Name: Tampa Bay Lightning  
Title: Room and Boards - Posters (black)  
Credits:

Troy Dunn, Chief Creative Officer  
Max Dempster, Senior Copywriter  
Stephanie Morrison, Assoc. Creative Director  
Jessica Hall, Account Executive

Entrant Company: Adjective & Co.  
Client Company Name: Whalebone Media  
Title: The Found City of Atlantis  
Credits:

Taylor Harkey, Chief Creative Officer  
Mallory Turner, Creative Director  
Phil Davies, Copywriter  
Eddie Berrang, Publisher  
Jordon Kaplan, Managing Editor  
Danielle Bergh, VP of Operations  
Molly Magnell, Illustrator

Entrant Company: Adjective & Co.  
Client Company Name: Whalebone Media  
Title: Cork Screw  
Credits:

Taylor Harkey, Chief Creative Officer  
Mallory Turner, Creative Director  
Jordon Kaplan, Copywriter/Managing Editor  
Alex Balosie, Illustrator  
Eddie Berrang, Publisher  
Danielle Bergh, VP of Operations  
Sylvia Dean, Associate Editor

Entrant Company: Zubi Advertising  
Client Company Name: The CLEO Institute  
Title: Florida Man

Credits:

Iván Calle, VP, Executive Creative Director  
Luis Felipe Núñez / Oliver Ehmig ,  
Copywriter / Scriptwriter  
Francisco Losada, Associate Creative Director  
Jorge Jácome, Creative Director  
Luis Gómez / Benjamin Warren,  
Audio Engineers  
Roger Domínguez, Executive Producer  
Indiehouse, Production Company  
Isabella Sánchez, VP, Media Integration  
Pablo Miró, VP, Growth Marketing  
Yoca Arditi-Rocha, Executive Director  
at The CLEO Institute  
Natalia Ortiz, Director of Development  
at The CLEO Institute  
Ronnie González, Executive Integrated  
Producer

## VISUAL: Logo Design

Entrant Company: neuelane  
Client Company Name: MUNCH Virtual Food Hall  
Title: MUNCH Virtual Food Hall Branding  
Credits:

Michael Campos, CEO, Head of Strategy  
Brandon Rodriguez, President,  
Head of Production  
Jonathan Morffi, Creative Director

## Illustration

Entrant Company: Bluefly.Design  
Client Company Name: AAF Treasure Coast  
Title: Design a new age  
Credits:

Victoria Racine, Creative Director  
Milos Hall, Illustrator

Entrant Company: SAY IT LOUD!  
Client Company Name: Say it Loud!  
Title: SIL Window Mural  
Credits:

Julia Hawkins, Art Director / Illustrator  
Dre Greppi, Associate Creative Director  
/ Illustrator  
Julio Lima, Creative Director / Founder  
Brandy Gill, Creative Director / Copywriter

Entrant Company: Realize Bradenton  
Client Company Name: Realize Bradenton  
Title: Bradenton Blues Festival Poster  
Credits:

Alfredo Garcia, Artist  
Paula Murray, Graphic Designer  
Joanna Bailey, Event Coordinator

Entrant Company: Push.  
Client Company Name: Push  
Title: Push 25th Anniversary  
Credits:

Mark Unger, Chief Creative Officer  
Pedro Correa, Illustrator

Entrant Company: Lily and Sushi Design  
Client Company Name: Lauren's Kids Foundation  
Title: Lauren's Kids Digital Safety Kiosk  
Credits:

Erin Pace, Creative Direction and Design  
Marcus Thomas, Illustration  
Claire VanSusteren, Brand Management  
Lauren Book, M.S. Ed, Founder and CEO

Entrant Company: Adjective & Co.  
Client Company Name: Whalebone Media  
Title: Sea Monsters of the Mid West  
Credits:

Taylor Harkey, Chief Creative Officer  
Mallory Turner, Creative Director  
Zack Causey, Illustrator  
Jordon Kaplan, Managing Editor  
Eddie Berrang, Publisher  
Danielle Bergh, VP of Operations  
Sylvia Dean, Associate Editor

## Illustration – Series

Entrant Company: Lonsdale Saatchi & Saatchi  
Advertising Ltd.  
Client Company Name: McDonalds Trinidad  
& Tobago  
Title: McDonalds 10-year Anniversary Cups  
Credits:

Bianca Beddoe, Senior Content Creator  
Nicholas Huggins, Art Director/ Illustrator

Entrant Company: Studio Five Creative  
Client Company Name: UNDP Accelerator Lab  
Title: Blue Digital  
Credits:

Lauren Ince, Creative Director  
Jody Forte, Senior Designer

## Still Photography – Color

Entrant Company: SKY Advertising  
Client Company Name: Relics Museum  
Title: Relics Museum Medicine Man Mask  
Credits:

Jackie Barker, President/CEO  
Mick Barker, Photographer/  
Production Director  
Tracy Phillips, Creative

## Still Photography - Black & White/Color/ Digitally Enhanced Campaign

Entrant Company: Poolboy Studio  
Client Company Name: Corkcicle  
Title: Corkcicle x Stance Launch  
Credits:

Dylon York, Partner / Creative Director  
Chris Ladwig, Partner / Creative Director

Entrant Company: neuelane  
Client Company Name: Jade Signature  
Title: Jade Signature Upper Penthouse  
Credits:

Michael Campos, CEO, Head of Strategy  
Brandon Rodriguez, President,  
Head of Production  
Michael Geronazzo, Director of Photography

Entrant Company: Saltwater Studios Ltd.  
Client Company Name: ANSA Coatings Limited  
Title: Colour by Sissons Campaign  
Credits:

Rhonda Landreth-Smith, Creative Director  
Tarel Laughlin, Managing Director  
Gary Jordan, Photographer

Entry ID: 055D-415040-04-CAF  
Entrant Company: Studio Five Creative  
Client Company Name: Barbados Tourism  
Marketing Inc  
Title: Isle Away  
Credits:

Lauren Ince, Creative Director  
Kristopher Streek, Photographer

## Art Direction

Entrant Company: Maven Creative  
Client Company Name: Hypergiant  
Title: Elements of Civilization Book  
Credits:  
Lee Waters, Senior Designer  
Travis Pietsch, Senior Designer  
Gabriel Murgueytio, Design Intern  
Art Hardie, VP, Associate Creative Director,  
Lead Writer  
Chris Stephens, Chief Creative Officer

Entrant Company: Dunn&Co., Inc.  
Client Company Name: Tampa Bay Lightning  
Title: Here Comes the Reign  
Credits:  
Troy Dunn, Chief Creative Officer  
Matthew Zaifert, Creative Director  
Mitch Feickert, Senior Art Director  
Max Dempster, Senior Copywriter  
Jessica Hall, Account Executive

Entrant Company: Brunet-Garcia  
Client Company Name: CDC National Center  
for Injury Prevention (NCIPC)  
Title: Naloxone Saves Lives PSA  
Credits:  
Eduardo Sarmiento, Exec. Creative Director  
Aerien Mull, Creative Director  
Colin Barnes, Associate Creative Director  
Bronie Brunet, Senior Art Director/Producer  
Melissa Pierce, Senior Art Director  
Dani Simmons, Art Director  
Joe Demarco, Copywriter  
Jefferson Rall, Copywriter  
Carla Dauden, Director  
Joao Padua, Director of Photography  
Kim Vermillion, EVP / Brand  
& Marketing Strategy  
Chad Villarroel, Account Director

## Art Direction Campaign

Entrant Company: Underdog Inc  
Client Company Name: Black Flamingo Brewing Co.  
Title: Black Flamingo Brewery Can Design  
Credits:  
Underdog Inc, Creative Agency  
Andres Wolff, Creative Director  
Hernán Ramos, Head of Art  
Gago, Illustrator  
Stephanie Tatta, Client Services

Entrant Company: Saltwater Studios Ltd.  
Client Company Name: ANSA Coatings Limited  
Title: Colour by Sissons Campaign  
Credits:  
Rhonda Landreth-Smith, Creative Director  
Tarel Laughlin, Managing Director

## FILM & VIDEO: Cinematography

Entrant Company: MakSchu LLC  
Client Company Name: U.S. Masters Swimming  
Title: U.S. Masters Swimming  
Credits:  
Christina Maksoud, Producer  
Karim Maksoud, Editor  
Raymmar Tirado, Producer  
Patrick Laughrey Jr., Cinematographer

Entrant Company: Arteaga & Arteaga  
Client Company Name: Pfizer  
Title: Superhero  
Credits:  
Aníbal E. Quiñones, Chief Creative Director  
Paula Faletti, Copywriter  
Nadeshka Monroig, Copywriter  
Antonio Fuentes, Account Director  
Natalia Rodriguez, Media Director  
Juan Alberto Arteaga, Planning Director  
Raisa Bonet, Director  
Itzie Molini, Producer  
Alex Ramos, Editor

Entrant Company: Calliope Films  
Client Company Name: Michael Brant DeMaria  
Title: Michael Brant DeMaria  
Credits:  
Chris Jadallah, DP/Director

Entrant Company: Brunet-Garcia  
Client Company Name: CDC National Center  
for Injury Prevention (NCIPC)  
Title: Naloxone Saves Lives PSA  
Credits:  
Eduardo Sarmiento, Exec. Creative Director  
Aerien Mull, Creative Director  
Colin Barnes, Associate Creative Director  
Bronie Brunet, Senior Art Director/Producer  
Melissa Pierce, Senior Art Director  
Dani Simmons, Art Director  
Joe Demarco, Copywriter  
Jefferson Rall, Copywriter  
Carla Dauden, Director  
Joao Padua, Director of Photography

Kim Vermillion, EVP / Brand  
& Marketing Strategy  
Chad Villarroel, Account Director

## Animation, Special Effects or Motion Graphics

Entrant Company: Lytr Co.  
Client Company Name: Bellerive Country Club  
Title: Bellerive - PGA Championship 2030  
Credits:  
Lytr Co., Production Company

Entrant Company: Wingard  
Client Company Name: David Gray Plumbing  
Title: David Gray To The Rescue  
Credits:  
David Wingard, Creative Director  
Thomas Taylor, Art Director  
Ben Windsor, Animation Designer  
Madeline Rolfsen, Account Executive

## Video Editing

Entrant Company: MakSchu LLC  
Client Company Name: U.S. Masters Swimming  
Title: U.S. Masters Swimming  
Credits:  
Christina Maksoud, Producer  
Karim Maksoud, Editor  
Raymmar Tirado, Producer  
Patrick Laughrey Jr., Cinematographer

Entrant Company: Roundhouse Creative  
Client Company Name: University of Tampa  
Title: Ars Sonora Doc: Episodes 1 & 2  
Credits:  
Andrew Lee, Director  
Ryan Seybold, Camera & Sound  
Javi Fick, DP (Tampa)  
Rodolphe Andrieux, Drone (France)  
Jason Ryan, Drone (Tampa)  
Josh Agnew, Sound (Tampa)

Entrant Company: Arteaga & Arteaga  
Client Company Name: Pfizer  
Title: Superhero  
Credits:  
Aníbal E. Quiñones, Chief Creative Director  
Paula Faletti, Copywriter  
Nadeshka Monroig, Copywriter  
Antonio Fuentes, Account Director  
Natalia Rodriguez, Media Director  
Juan Alberto Arteaga, Planning Director  
Raisa Bonet, Director  
Itzie Molini, Producer  
Alex Ramos, Editor

## SOUND: Music Without Lyrics

Entrant Company: Ross Advertising  
Client Company Name: Carib Brewery Limited  
Title: Carib Global Instrumental  
Credits:  
Christopher "Jillionaire" Leacock, Producer  
Kerwin Du Bois, Producer  
Ernie Ross, Creative Director  
Chester Parris, Creative Director  
Anderson Amos, Production Manager

## Music With Lyrics

Entrant Company: Ross Advertising  
Client Company Name: Carib Brewery Limited  
Title: Carib Global Song  
Credits:  
Ernie Ross, Creative Director  
Chester Parris, Creative Director  
Kerwin Du Bois, Producer / Voice Talent  
Christopher "Jillionaire" Leacock, Producer  
Anderson Amos, Production  
Qadir Maharaj, Creative Director  
Precision Productions, Producer  
Stacey Ryan, Head of Agency Operations

Entrant Company: Ross Advertising  
Client Company Name: Carib Brewery Limited  
Title: Carib Hold on to the Carnival  
Credits:  
Ernie Ross, Creative Director  
Chester Parris, Creative Director  
Erphaan Alves, Talent  
Stacey Ryan, Head of Agency Operations  
Anderson Amos, Production Manager

## Sound Design

Entrant Company: Advertising & Marketing (Ja.) Ltd.  
Client Company Name: RedStripe - Part of the  
Heineken Company  
Title: Be the one - Be Dragon  
Credits:  
Arnold JJ Foote, Director/Creative Director  
Ricardo Richards, 1st AC  
Shanik Ramson, Account Director

## DIGITAL CREATIVE TECHNOLOGY: Interface & Navigation

Entrant Company: Maven Creative  
Client Company Name: Colossal  
Title: Colossal Website  
Credits:

Sean Jones, Senior Designer  
Lee Waters, Senior Designer  
Travis Pietsch, Senior Designer  
Chris Stephens, Chief Creative Officer  
Art Hardie, VP, Associate Creative  
Director, Lead Copywriter  
John Sheppard, Chief Technology Officer  
Matt Masterson, Director of Accounts  
Tiffanie Brunson, Studio Manager

Entrant Company: C-COM Group Inc.  
Client Company Name: DON Q  
Title: DonQ Serralles Collection Microsite  
Credits:

Sergio Rodriguez, VP, Executive  
Creative Director  
Raul Rovira, Associate Creative Director  
Felix Lopez, Senior Art Director  
Miriam Tomassini, VP, Client Services  
Daniela Reyes, Account Supervisor  
Kelsey Somellian, Account Executive  
Sean Sullivan, Interactive Programmer

## Responsive Design

Entrant Company: Maven Creative  
Client Company Name: HiveCell  
Title: HiveCell Website  
Credits:

Sean Jones, Senior Designer  
Travis Pietsch, Senior Designer  
Chris Stephens, Chief Creative Officer  
Art Hardie, VP, Associate Creative Director  
John Sheppard, Chief Technology Officer

## Augmented Reality

Entrant Company: Royalty Club Ltd.  
Client Company Name: Carib Beer  
Title: Carib Beer Carnival Memories  
Credits:

Rondell Paul, Experience Designer  
Okera Damani, 3D Artist

## CORPORATE SOCIAL RESPONSIBILITY: Online/Interactive

Entrant Company: Bravely  
Client Company Name: Jacksonville Jaguars  
Title: Lift Ev'ry Voice w/ Marvin Jones Jr

## Online/Interactive Campaign

Entrant Company: Bravely  
Client Company Name: Jacksonville Jaguars  
Title: Lift Ev'ry Voice w/ Marvin Jones Jr

## Film, Video & Sound Campaign

Entrant Company: Zubi Advertising  
Client Company Name: The CLEO Institute  
Title: Florida Man  
Credits:

Iván Calle, VP, Executive Creative Director  
Luis Felipe Núñez / Oliver Ehmig ,  
Copywriter / Scriptwriter  
Francisco Losada, Associate Creative Director  
Jorge Jácome, Creative Director  
Luis Gómez / Benjamin Warren,  
Audio Engineers  
Roger Domínguez, Executive Producer  
Indiehouse, Production Company  
Isabella Sánchez, VP, Media Integration  
Pablo Miró, VP, Growth Marketing  
Yoca Arditi-Rocha, Executive Director  
at The CLEO Institute  
Natalia Ortiz, Director of Development  
at The CLEO Institute  
Ronnie González, Executive Integrated  
Producer

## PUBLIC SERVICE

### SALES & MARKETING: Collateral - Annual Report

Entrant Company: SIO Creative  
Client Company Name: The Community  
Foundation for Northeast Florida  
Title: TCF 2020 Annual Report

## Specialty Advertising

Entrant Company: CAN Community Health  
Client Company Name: CAN Community Health  
Title: Safer Sex Kit  
Credits:

Bryan Gordon, Creative Director & Design  
Roger Capote, Creative Direction



## OUT-OF-HOME & AMBIENT MEDIA:

### Poster

Entrant Company: PPK  
Client Company Name: Animal Welfare Institute (AWI)  
Title: Deadliest Shark Attacks  
Credits:  
Tom Kenney, Agency President/CEO  
Paul Prato, Executive Creative Director  
Michael Schillig, Creative Director/Writer  
Alan Schneller, Art Director/Illustrator  
David Phillips, Account Executive

## FILM, VIDEO & SOUND:

### Television

Entrant Company: Markham Yard  
Client Company Name: New York Blood Center Enterprises  
Title: NYBC Things That Hurt More :30  
Credits:  
Markham Cronin, Chief Creative Officer  
Katie Coffey, Group Account Director  
Jack Daniel Bagdadi, Group Creative Director  
Karina Bagdadi, Senior Copywriter  
Gardner Dorton, Copywriter  
Sofia Olarra, Art Director  
Laura Suescun, Art Director  
Alec Lopez, Senior Producer  
Account Manager, Catherine Guerra  
Vanessa Doré, Director of Traffic  
Mellow Studio, Animation Studio  
Colorbars, Production Company

### Radio

Entrant Company: PPK  
Client Company Name: Big Cat Rescue  
Title: Dr. Bad  
Credits:  
Tom Kenney, Agency President/CEO  
Paul Prato, Executive Creative Director  
Michael Schillig, Creative Director/Writer  
Roger Hughes, Director of Audio Production  
Amanda Schreiber, Post-Production Coordinator  
Mike Kaminski, Voice Talent

## Online Film, Video & Sound

Entrant Company: Payton Brands  
Client Company Name: Bridge To A Cure Foundation  
Title: We've Had Enough Video  
Credits:  
Wendy Payton, Brand Strategy  
Will Shanahan, Director  
Jacqui Garcia, Senior Copywriter  
Susan Mulvey, Executive Producer  
Michael Tyson, Editor  
Diamond View, Production Studio  
Robert Martin, Client

Entrant Company: Brunet-Garcia  
Client Company Name: CDC National Center for Injury Prevention (NCIPC)  
Title: Naloxone Saves Lives PSA  
Credits:  
Eduardo Sarmiento, Executive Creative Director  
Aerien Mull, Creative Director  
Colin Barnes, Associate Creative Director  
Bronie Brunet, Senior Art Director / Producer  
Melissa Pierce, Senior Art Director  
Dani Simmons, Art Director  
Joe Demarco, Copywriter  
Jefferson Rall, Copywriter  
Carla Dauden, Director  
Joao Padua, Director of Photography  
Kim Vermillion, EVP / Brand & Marketing Strategy  
Chad Villarroel, Account Director

Entrant Company: Brunet-Garcia  
Client Company Name: CDC National Center for Injury Prevention (NCIPC)  
Title: Fentanyl PSA  
Credits:  
Eduardo Sarmiento, Exec. Creative Director  
Aerien Mull, Creative Director  
Colin Barnes, Associate Creative Director  
Bronie Brunet, Senior Art Director/Producer  
Melissa Pierce, Senior Art Director  
Dani Simmons, Art Director  
Jack Twachtman, Copywriter  
Kim Vermillion, EVP / Brand & Marketing Strategy  
Chad Villarroel, Account Director  
Anna Jaffee, Account Director  
Petalia Johnson, Account Executive  
LYTR - Drew White, Animator

## Online Film, Video & Sound con't.

Entrant Company: Markham Yard  
Client Company Name: New York Blood  
Center Enterprises  
Title: NYBC Things That Hurt More Videos  
Credits:

Markham Cronin, Chief Creative Officer  
Katie Coffey, Group Account Director  
Jack Daniel Bagdadi, Group Creative Director  
Karina Bagdadi, Senior Copywriter  
Gardner Dorton, Copywriter  
Sofia Olarra, Art Director  
Laura Suescun, Art Director  
Alec Lopez, Senior Producer  
Account Manager, Catherine Guerra  
Vanessa Doré, Director of Traffic  
Mellow Studio, Animation Studio  
Colorbars, Production Company

Entrant Company: Markham Yard  
Client Company Name: New York Blood  
Center Enterprises  
Title: Things That Hurt More: Toy Brick  
Credits:

Markham Cronin, Chief Creative Officer  
Katie Coffey, Group Account Director  
Jack Daniel Bagdadi, Group Creative Director  
Karina Bagdadi, Senior Copywriter  
Gardner Dorton, Copywriter  
Sofia Olarra, Art Director  
Laura Suescun, Art Director  
Alec Lopez, Senior Producer  
Catherine Guerra, Account Manager  
Vanessa Doré, Director of Traffic  
Mellow Studio, Animation Studio  
Colorbars, Production Company

## Non-Broadcast Audio/Visual

Entrant Company: CAN Community Health  
Client Company Name: CAN Community Health  
Title: Ed  
Credits:

Colin Reid, Producer and Director  
Bryan Gordon, Creative Director & Design  
Roger Capote, Creative Direction

## Public Service Campaign

Entrant Company: Zubi Advertising  
Client Company Name: The CLEO Institute  
Title: The Undercover Names  
Credits:

Iván Calle, VP, Executive Creative Director  
Francisco Sánchez, Assoc. Creative Director  
Roberto López, Sr. Copywriter  
Sebastián Fernández, Sr. Art Director  
Ronnie González, Executive  
Integrated Producer  
Rosely Del Castillo, Sr. Project Manager  
Pablo Miró, VP, Growth Marketing  
Henry Gómez, VP, Strategic Planning  
Isabella Sánchez, VP, Media Integration  
Michelle Alonso, Creative Coordinator  
Henry China, Proofreader  
Yoca Arditi-Rocha, Executive Director  
at The CLEO Institute

## Integrated Media Public Service Campaign

Entrant Company: Brunet-Garcia  
Client Company Name: CDC National Center for  
Immunization and Respiratory Diseases  
(NCIRD)  
Title: Micromoments Campaign  
Credits:

Eduardo Sarmiento, Exec. Creative Director  
Aerien Mull, Creative Director  
Cassie Deogracia, Senior Art Director  
Melissa Pierce, Senior Art Director  
Emily Spitler, Art Director  
Keenan Farrar, Account Director  
Amy Mills, Account Executive  
Jack Twatchman, Copywriter  
Bronie Brunet, Production Lead /  
Senior Art Director  
Blake Hicks, Animation  
Castaño Group, Animation  
Push Button, Music / Sound / Radio / Audio

## ADVERTISING INDUSTRY SELF-PROMOTION

### COLLATERAL: Brand Elements

Entrant Company: Push.  
Client Company Name: Push  
Title: Magic Carpet Gift  
Credits:

Mark Unger, Chief Creative Officer  
Kevin Harrell, Creative Director

Laura Dagner, Production Manager  
S.Vishna, Illustrator  
Jim Brothers, Production Artist

Entrant Company: Lytr  
Client Company Name: Lytr Co.  
Title: LYTR Co. - Reel 2021  
Credits:  
Lytr Co., Production Company

## Direct Marketing & Specialty Advertising

Entrant Company: Brunet-Garcia  
Client Company Name: Brunet-Garcia Advertising  
Title: Deck of Alls  
Credits:  
Eduardo Sarmiento, Exec. Creative Director  
Aerien Mull, Creative Director  
Bianca Borghi, Design Lead  
Melissa Pierce, Senior Art Director  
Dani Simmons, Art Director  
Bronie Brunet, Production  
Joshua Taylor, Production  
Matt Namey, Copy  
Emily Spittler, Art Director

Entrant Company: Ross Advertising  
Client Company Name: Guardian Group  
Title: Guardian Group 2022 Calendar  
Credits:  
Leizelle Gunness, Designer  
Qadir Maharaj, Creative Director  
Stacey Ryan, Head of Agency Operations  
Ria Baboolal, Account Manager  
Chester Parris, Creative Director

## AMBIENT MEDIA

Entrant Company: SAY IT LOUD!  
Client Company Name: SAY IT LOUD!  
Title: SIL Window Mural  
Credits:  
Julia Hawkins, Art Director / Illustrator  
Dre Greppi, Assoc. Creative Director/Illustrator  
Julio Lima, Creative Director / Founder  
Brandy Gill, Creative Director / Copywriter

## FILM, VIDEO & SOUND

Entrant Company: Reputation Ink  
Client Company Name: Reputation Ink  
Title: 2021: That's a Wrap  
Credits:  
Michelle King, Principal & President  
Shelby Gambrell, Director of Account Services  
Steven Gallo, Director of Content and PR  
Kevin Aschenbrenner, Senior Director,  
Public Relations  
Kevin Beaugrand, Account Coordinator  
Sofia Millar, Account Coordinator  
Laszlo Frideczky, Creative Director,  
EMN8 Studios

## SINGLE-MEDIUM CAMPAIGN

Entrant Company: Red Advertising & Marketing Ltd.  
Client Company Name: Red Advertising  
& Marketing Limited  
Title: "Red Game" Halloween  
Credits:  
Matthew Clarke, Deputy Creative Director  
Clement Faria, Web Programmer  
Samud Ali, Copywriter  
Jabari Batson, Motion Graphics/  
Senior Graphic Designer

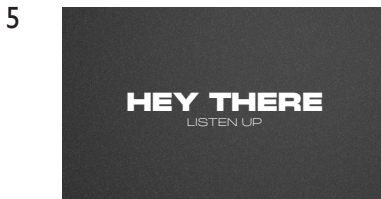
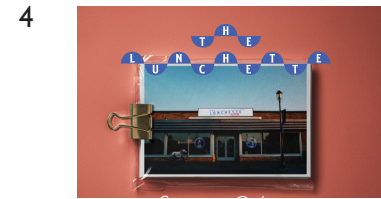
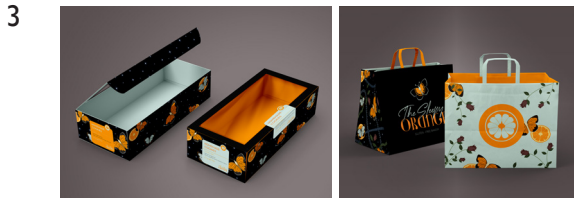
Entrant Company: PPK  
Client Company Name: PPK  
Title: Black History Month - Businesses  
Credits:  
Tom Kenney, Agency President/CEO  
Joe Guerra, Director  
Patrick Guyer, Director of Photography  
Steve Bowen, Associate Creative Director/  
Writer  
Evan Cooper, First AC  
Lauren Houlberg, Producer  
Carmen Clemente, Art Director  
Kim Bryant, Creative Director  
Jessica Thomas, Art Director

## INTEGRATED MEDIA CAMPAIGN

Entrant Company: AAF Tampa Bay  
Client Company Name: AAF Tampa Bay  
Title: AAF Tampa Bay 2020 AAA Promotion  
Credits:  
Jesse Taylor, Design  
Stacey Taylor, Copywriting/Creative  
Tony Pullaro, Copywriting/Creative  
Taryn Cashmere, Project Management  
Sarah Jeffcoat, Project Management

Entrant Company: Adjective & Co.  
Client Company Name: Whalebone Media  
Title: The Happy Little Tour  
Credits:  
Taylor Harkey, Chief Creative Officer  
Mallory Turner, Creative Director  
Eddie Berrang, Publisher  
Jordon Kaplan, Managing Editor  
Danielle Bergh, VP of Operations  
Brittany Norris, Digital Director

student  
awards:  
**GOLD**



# SALES & MARKETING

## SALES PROMOTION: Packaging

- 1 Educational Institution: University of Central Florida  
Title: Pomology Seed Package Designs  
Credits: Ashley Ferguson, Graphic Designer
- 2 Educational Institution: Ringling College of Art + Design  
Title: Bark Chocolate  
Credits: Alex Levielle, Designer
- 3 Educational Institution: University of Miami  
Title: The Sleepy Orange Bakery  
Credits: Arleigh Curry, Designer

## COLLATERAL MATERIAL: Stationery Package - Single or Multiple pieces

- 4 Educational Institution: Valencia College, Graphic & Interactive Design Program  
Title: The Lunchette Diner Marketing  
Credits: Amy Wheaton, Designer & Illustrator
- 5 Educational Institution: Valencia College, Graphic & Interactive Design Program  
Title: Konkuer Streetwear  
Credits: Isais Martinez, Designer, Illustrator & Copywriter

## Printed Annual Report or Brochure

- 6 Educational Institution: Broward College  
Title: Thorn Annual Report  
Credits: Shannon Escoriza

## Magazine Design

- 7 Educational Institution: Ringling College of Art + Design  
Title: A180: Journal of the Exceptional  
Credits: Alex Levielle, Designer

## Book Design

- 8 Educational Institution: Pensacola State College  
Title: The Kilgore Review 2021  
Credits: Danny Nguyen, Graphic Designer

**Book Design con't.**

- 9 Educational Institution: University of Miami  
 Title: Aubi & Ramsa: Post Event  
 Credits: Agency TwentyOne  
 Giovanni Aprigliano, Creative Director  
 Chantal Chalita, Associate Art Director  
 Talon Smith, Art Director, Photographer  
 Arleigh Curry, Designer, Social Media Strategy  
 Martin Hidalgo, Copywriter, Photographer  
 Jess Morgan, Designer, Photographer  
 Andie Ajello, Designer, Social Media Strategy  
 Ashley Stand, Designer, Social Media Strategy



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**PRINT ADVERTISING**

**MAGAZINE ADVERTISING:**  
 Magazine Advertising Campaign

- 10 Educational Institution: Valencia College, Graphic & Interactive Design Program  
 Title: Konkuer Streetwear  
 Credits: Isais Martinez, Designer, Illustrator & Copywriter



11

- 11 Educational Institution: University of Miami  
 Title: Beauty Restored  
 Credits: James Cocco, Art Director



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**OUT OF HOME & AMBIENT MEDIA**

**OUT-OF-HOME:**  
 Mass Transit (Interior or Exterior)

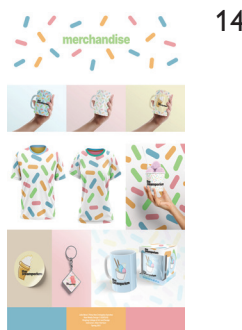
- 12 Educational Institution: Pensacola State College  
 Title: Fireside Smores  
 Credits: Amanda Schmidt, Graphic Designer/Illustrator



13

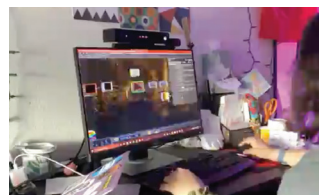
**AMBIENT MEDIA:**  
 Guerilla Marketing, Installations and Events

- 13 Educational Institution: University of Florida  
 Title: The Ghost Deer  
 Credits: Delaney Regnier, Art Director  
 Chaeli Norwood, Copywriter



14

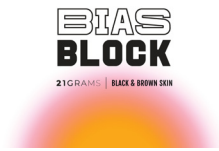
- 14 Educational Institution: Ringling College of Art+Design  
 Title: Creamporium  
 Credits: Julie Bove, Designer  
 Tinny, Hon  
 Anngel, Sanchez



15

- 15 Educational Institution: Ringling College of Art+Design  
 Title: Reverie  
 Credits: Kelsey Morris, Sculptor & Animator

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## Guerilla Marketing, Installations and Events Campaign

- 16 Educational Institution: University of Miami  
Title: Bias Block  
Credits: Katrina Schmidt, Art Direction  
Lauren Maingot, Art Direction  
Gio Apri, UX/UI Designer  
Julia Sanbe, Copywrtier

17



## FILM, VIDEO & SOUND

### TELEVISION ADVERTISING

18

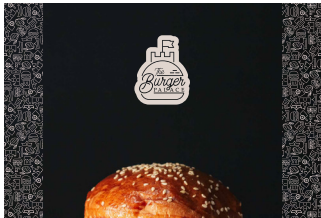


- 17 Educational Institution: Lynn University  
Title: AB Switch Earphones  
Credits: Arthur Suzuki, Student



- 18 Educational Institution: Ringling College of Art+Design  
Title: Code Red  
Credits: Jada Poon, Writer/Director  
Katerina Mullen, Producer  
Zifeng Zhuo, Producer/1st AD  
Natasha Thornton, Director of Photography  
Michael Boomer, Production Designer  
Evan Draper, Editor  
Troy Logan, Sound Designer

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## CROSS PLATFORM

### INTEGRATED CAMPAIGNS:

#### Consumer Campaign

21



- 19 Educational Institution: University of Miami  
Title: Aubi & Ramsa - Unlock Euphoria  
Credits: Agency Twenty One  
Gio Aprigliano, Creative Director  
Chantal Chalita, Associate Creative Director

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### Integrated Brand Identity Campaign

- 20 Educational Institution: Broward College  
Title: The Burger Palace  
Credits: Andrea Rivas Faratro
- 21 Educational Institution: Broward College  
Title: Apricate  
Credits: Andrea Rivas Faratro

23



- 22 Educational Institution: University of Miami  
Title: Powder Puff: Cafe & Nail Bar  
Credits: Phoebe Klein, Designer
- 23 Educational Institution: University of Miami  
Title: Alimentum  
Credits: Gio Aprigliano, Designer

# ELEMENTS OF ADVERTISING

## VISUAL:

### Typeface Design

- 24 Educational Institution: Ringling College of Art+Design  
Title: Neonica  
Credits: Sky Stone, Designer

### Illustration

- 25 Educational Institution: Lynn University  
Title: Honey Digital Illustration  
Credits: Kadyjah Lake, Artist

## FILM, VIDEO & SOUND:

### Animation or Special Effects

- 26 Educational Institution: Ringling College of Art+Design  
Title: Particles Car  
Credits: Dingwen Liu, Art Director, Copywriter,  
Designer, VFX Artist

- 27 Educational Institution: Ringling College of Art+Design  
Title: Paper Jam  
Credits: Yael Bloom, Animator, Director, Creator

### Music and Sound Design

- 28 Educational Institution: Ringling College of Art+Design  
Title: Code Red  
Credits: Troy Logan, Sound Designer



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26



27



28

student  
awards:  
**SILVER**



# SALES & MARKETING

## SALES PROMOTION:

### Packaging

Educational Institution: University of Central Florida  
Title: Monster Guts Gummy Candy  
Credits: Andrew Woodrow, Graphic Designer

Educational Institution: Broward College  
Title: Elementa  
Credits: Stephan Richetti

Educational Institution: Valencia College, Graphic  
& Interactive Design Program  
Title: Nonna's Limoncello Liqueur  
Credits: Kim Karwoski, Designer

### Stationery Package - Single or Multiple pieces

Educational Institution: Broward College  
Title: Personal Identity Brand  
Credits: Shannon Escoriza

## COLLATERAL MATERIAL:

### Special Event Materials (invitations, announcements, cards, etc.)

Educational Institution: Pensacola State College  
Title: Invisible Talks: Break the Silence  
Credits: Amanda Schmidt, Graphic Designer  
& Illustrator

### Cover Design

Educational Institution: University of South Florida  
St. Petersburg  
Title: Jake and Poppy  
Credits: Emily Butler, Illustrator

Educational Institution: Florida A&M University  
Title: Jordan x FAMU Cover  
Credits: Ahmad Ragland, Designer

### Editorial Spread or Feature

Educational Institution: Valencia College, Graphic  
& Interactive Design Program  
Title: Dreamgrove  
Credits: Isais Martinez, Designer, Illustrator  
& Copywriter

### Cover/Editorial Spread or Feature - Series

Educational Institution: Pensacola State College  
Title: Clarke and Fairchild Book Designs  
Credits: Danny Nguyen, Graphic Designer

Educational Institution: Pensacola State College  
Title: Jason Bourne – Graphic Novel Series  
Credits: Lindsy Hicks, Graphic Designer

Educational Institution: Pensacola State College  
Title: Silence Jones Series Cover Design  
Credits: Jacey Lynn Bowen, Designer

# PRINT ADVERTISING

## MAGAZINE ADVERTISING:

### Full Page or Less

Educational Institution: Miami Ad School  
Title: The Unknown Neighbor  
Credits: Alexis Santaella, Art Director, Designer  
Domingo Narvaez, Copywriter

### Magazine Campaign

Educational Institution: University of Miami  
Title: Beyond Meat: Sustainable Evolution  
Credits: Mariana Echeverri, Art Director/  
Copywriter/ Illustrator

# OUT OF HOME & AMBIENT MEDIA

## OUT-OF-HOME:

### Poster

Educational Institution: University of South Florida  
St. Petersburg  
Title: Bone Magic  
Credits: Emily Butler, Designer

Educational Institution: Ringling College of Art+Design  
Title: SK8 Movie Poster  
Credits: Konrad Losiak, Designer, Illustrator

Educational Institution: Miami Ad School  
Title: The Unknown Neighbor  
Credits: Alexis Santaella, Art Director, Designer  
Domingo Narvaez, Copywriter

## Outdoor Board (Flat or 3D)

Educational Institution: Pensacola State College  
Title: Student Honors Exhibition 2021  
Credits: Danny Nguyen, Art Director, Illustrator  
Corrienne Stine, Art Director, Illustrator

## Outdoor & Transit Advertising Campaign

Educational Institution: University of North Florida  
Title: Pediatric Wayfinding  
Credits: Miles Keith Vasquez, Graphic Designer

Educational Institution: University of Miami  
Title: Aubi & Ramsa: Post Event  
Credits: Giovanni Aprigliano, Creative Director  
Chantal Chalita, Associate Art Director  
Talon Smith, Art Director, Photographer  
Arleigh Curry, Designer, Social Media Strategy  
Martin Hidalgo, Copywriter, Photographer  
Jess Morgan, Designer, Photographer  
Andie Ajello, Designer, Social Media Strategy  
Ashley Stand, Designer, Social Media Strategy

Educational Institution: University of Miami  
Title: Reddit - Endless Conversations  
Credits: Silvana Silva, Art Director

## AMBIENT MEDIA:

### Guerilla Marketing, Installations and Events

Educational Institution: University of Florida  
Title: Refuge Home  
Credits: Norys Curbelo-Bermudez, Art Director  
Sandra Salvatierra, Copywriter

Educational Institution: Pensacola State College  
Title: Frozen in Time  
Credits: Amanda Schmidt, Graphic Designer  
and Illustrator

Educational Institution: University of Miami  
Title: Crisp Emoji  
Credits: James Coccaro, Art Director  
Amanda-Rose Cabrera, Art Director

## ONLINE/INTERACTIVE

### Websites

Educational Institution: Ringling College of Art+Design  
Title: Five O-Donut  
Credits: Adam Myerscough, Designer

## Social Media Campaign

Educational Institution: Miami AdSchool  
Title: Learn a song, sing a language!  
Credits: Bernardo Marques Dalla, Art Director  
Kapil Khemlani, Copywriter

## App (Mobile or Web-Based)

Educational Institution: Flagler College  
Title: 2.0: Climate Education for Kids  
Credits: Katie Lederer, Graphic Designer,  
Copywriter, Animator, etc.

Educational Institution: Florida A&M University  
Title: Temp Check App Design  
Credits: Rabi Elabor, UX Designer  
Osayiuwamen Omoregbee, UX Designer  
Faith Babarinde, UX Designer  
Jalin Leonard, UX Researcher  
Isaiah Lee, UX Researcher

Educational Institution: University of Miami  
Title: Spotify Society  
Credits: Giovanni Aprigliano, Art Director  
& Designer

## FILM, VIDEO & SOUND

### Television Advertising

Educational Institution: University of North Florida  
Title: Tedx: The 30-Day Challenge  
Credits: Melissa Wallace, Art Director, Animator

## CROSS PLATFORM

### INTEGRATED CAMPAIGNS:

#### B-to-B Campaign

Educational Institution: University of Miami  
Title: Aubi & Ramsa - Conspicuous Treats  
Credits: Team Ambrosia,  
Lauren Maingot, Creative Director  
Keagan Larkins, Associate Creative Director

### Consumer Campaign

Educational Institution: Florida State University  
Title: Tinder's "Own It" Campaign  
Credits: Isabella Serrano, Creative  
Martha Sizemore, Creative  
Axel Lagergren, Copywriter  
Zoe Risch, Digital and Social  
Courtney Gifford, Events and PR  
Jake Lenze, Lead Strategist

Carter Montgomery, Media  
Evangelina Alonso, Media  
Elle Menzel, Media  
Hanya Noussier, Events and PR  
Paxton Perry, Events and PR  
Janelle Altamirano, Events and PR Director

Educational Institution: University of Miami  
Title: The Upcycle Club  
Credits: Phoebe Klein, Art Director  
Amanda Rose Cabrera

Educational Institution: University of Miami  
Title: The Fashion Label  
Credits: María Emilia Becerra Tufiño, Art Direction  
Travis Laub, Copywriter

## Integrated Brand Identity Campaign

Educational Institution: Valencia College, Graphic  
& Interactive Design Program  
Title: Konkuer Streetwear  
Credits: Isais Martinez, Designer, Illustrator  
& Copywriter

Educational Institution: Broward College  
Title: Villa Rica Coffee Liqueur  
Credits: Maria Keener

Educational Institution: Ringling College of Art+Design  
Title: Bike to Better  
Credits: Sean Clancy, Designer, Illustrator

# ELEMENTS OF ADVERTISING

## VISUAL: Logo Design

Educational Institution: Pensacola State College  
Title: Rosie's: Women's Crossfit  
Credits: Jennifer Manare, Graphic Designer

Educational Institution: Pensacola State College  
Title: Fireside Smores  
Credits: Amanda Schmidt, Graphic Designer  
and Illustrator

Educational Institution: Ringling College of Art+Design  
Title: Epson Logo Redesign  
Credits: Dawn Lonowski, Designer

## Illustration

Educational Institution: University of South Florida  
St. Petersburg  
Title: Coin Purse  
Credits: Tessa Wilson, Illustrator

## Art Direction

Educational Institution: University of Central Florida  
Title: Sweet Cheeks Earring Co.  
Credits: Carmen Mavarez, Art Director  
Educational Institution: University of Central Florida  
Title: Vida Air  
Credits: David Cordero, Art Director

Educational Institution: University of Miami  
Title: Extra Gum: Send A Piece  
Credits: Arleigh Curry, Art Director, Designer  
Isabel Tragos, Art Director, Designer

## FILM, VIDEO & SOUND: Animation or Special Effects

Educational Institution: Ringling College of Art+Design  
Title: Microsoft Build Opener  
Credits: Duncan DeMichiel, Art Director, Animator,  
Designer, Composer

Educational Institution: Ringling College of Art+Design  
Title: 2022 Demo Reel  
Credits: Devon Pertarb, Motion Designer

Educational Institution: Ringling College of Art+Design  
Title: Demo Reel 2021  
Credits: Nikhita Buddhiraju, Motion Designer

Educational Institution: Ringling College of Art+Design  
Title: Vessel  
Credits: Emily Richardson, Designer, Cinematographer

Educational Institution: Ringling College of Art+Design  
Title: Demo Reel  
Credits: Kelsey Morris, Artist

# BEST OF SHOW: professional

## Tweet Tape Campaign

Entrant Company: Dunn & Co.

Client Company Name: Tampa Bay Lightning

Credits: Troy Dunn, Chief Creative Officer  
Kamden Kuhn, EVP, Strategy  
Matthew Zaifert, Creative Director  
Dylan Melcher, Director of Cinematography  
Christa Savio, Senior Editor  
Victoria Pezzella, Producer  
Stephanie Morrison, Associate Creative Director  
Max Dempster, Senior Copywriter  
Jessica Hall, Account Executive



special  
awards:  
**BEST OF**

# BEST OF SHOW: student

## Code Red

Entrant: Jada Poon, Writer/Director  
Katerina Mullen, Producer  
Zifeng Zhuo, Producer/1st AD  
Natasha Thornton, Director of Photography  
Michael Boomer, Production Designer  
Evan Draper, Editor  
Troy Logan, Sound Designer

Educational Institution: Ringling College of Art+Design



# MOSAIC AWARD:

## Vidi Culture Book Video

Entrant: Vidi Global

Client Company Name: Vidi Global



# meet our JUDGES

## JEFF SHILL | Creative Director, Brunner

The grandson of a caddie, Jeff is a dismal golfer who can shank a tee shot like nobody's business. To overcompensate he graduated from the VCU Brandcenter and went on to work at places like 22Squared, BBDO and Brunner for brands like Toyota, AT&T, REI, and YellaWood. His work has been recognized in Communications Arts, The One Show, Archive, Graphis, and the ADDYs. Born and raised in Utah, he has one wife, two kids, and is a lifelong smoker of meats. Jeff loves the mountains and red rock canyons. In addition to being a bad golfer, he also can't hit an outside jump shot.



## ANNE RYAN GAUER | President and Creative Director, Spotlight Productions

Writer, producer, and director Anne Ryan Gauer has 25 years of production experience. She has been honored with awards including: First Place National ADDY Award for Public Service, Houston International Film Festival Award, New York Film Festival Award, Columbus International Film Festival Award, IAFE Best Campaign, and more than twenty ADDY Awards. Anne holds national and regional production credits. She worked as Assistant Location Manager for the Paramount Pictures film "NEBRASKA" that was nominated for five Golden Globes and six Academy Awards. She has field produced stories for major television networks. Anne has judged American Advertising Federation local and district award competitions in 17 states. She has written and produced hundreds of corporate and industrial video programs, television commercials, and advertising for print and social media. She was awarded the YWCA "Salute to Women" Award for her contributions to the community. She is currently President and Creative Director at Spotlight Productions, Billings, Montana.



## GABRIELLE DeNORFRIO | Creative Director, Pavone

Gabrielle DeNofrio (Gabby) is Creative Director for Pavone, a Harrisburg and Philadelphia, PA-based, full-service advertising and marketing agency. As an accomplished and intuitive creative, Gabby has also applied her many skills to the design team at Pavone Marketing Group (Pavone is a wholly-owned subsidiary) since 2004, and won numerous awards for her design as well as strategic work. Being well-rounded allows Gabby to handle everything from winning pitches to designing packages to creating multi-channel marketing campaigns such as the Sun-Maid relaunch. As a lead creative, she manages clients both creatively and strategically in a holistic manner that's also fully integrated with account management and ownership. She's especially adept at explaining and promoting the critical role design plays in marketing communications, and helps coworkers and clients reach effective solutions and results through creative concepts and messaging.



## SILVER CUELLAR III | Creative Director, Tombras

Silver Cuellar III is the Creative Director at Tombras in Atlanta, Georgia. He specializes in strategic brand building, Pokémon Go, and facial hair. He's spent the past 19 or so years working at McGarrah Jessee, Mullen, The Richards Group and BBDO, on everything from fried chicken to ladies underpants. Along the way he's been fortunate enough to gather recognition from CA, The One Show, Archive, Obies, Clios, National Addys, and his parent's refrigerator door. A proud Mexicano from the Central Tejas land of barbacoa and breakfast tacos, he now spends his time outside of work roving the Georgia countryside, poking around various local barbecue establishments as he is also a self-taught Meat Whisperer. Currently, he resides in Roswell, Georgia with his high school sweetheart Susan, their 11-year old daughter Sophia the Book-Piranha, 7-year old Scotch Tape Enthusiast Silver IV, wildling 6-year old Simon Bear the Dino Lord, as well all the forest critter folk lurking in the woodlands of Northern Atlanta.



# CHARLIE AWARD WINNERS:

THIS AWARD IS NAMED FOR CHARLIE WHITEBROOK WHO FOUNDED THE ADDYS HERE IN THE FOURTH DISTRICT IN 1960. IT RECOGNIZES THE HIGHEST SCORING ENTRY IN EACH CATEGORY DIVISION.



## ADVERTISING INDUSTRY SELF PROMOTION

Maven New Year's News  
Entrant: Maven Creative  
Maven Creative

## BRANDED CONTENT

AIAA - Aviation Outro  
Entrant: MTN, Inc.  
Client: American Institute of Aeronautics  
and Astronautics

## CROSS PLATFORM

Fans on the Ice - Campaign  
Entrant: Dunn&Co., Inc.  
Client: Tampa Bay Lightning

## ELEMENTS OF ADVERTISING

Driverless Cars Campaign  
Entrant: Dunn&Co., Inc.  
Client: Florida Department  
of Transportation

## WEBSITES

JAM Hot Chicken JAM Board  
Entrant: Vidi Global  
Client: JAM Hot Chicken

## ONLINE/INTERACTIVE

Tweet Tape Social Video  
Entrant: Dunn&Co., Inc.  
Client: Tampa Bay Lightning

## OUT-OF-HOME & AMBIENT MEDIA

Tweet Tape Campaign  
Entrant: Dunn&Co., Inc.  
Client: Tampa Bay Lightning

## PRINT ADVERTISING

Invincible Boats: Serious Stories  
Entrant: Markham Yard  
Client: Invincible Boats

## CORPORATE SOCIAL RESPONSIBILITY/ PUBLIC SERVICE

Driverless Cars Campaign  
Entrant: Dunn&Co., Inc.  
Client: Florida Department  
of Transportation

## AUDIO/RADIO ADVERTISING

Doody Calls - Unusual Voice  
Entrant: Push Button Productions  
Client: Authority Brands

## SALES & MARKETING

Whalebone - Editorial Spread Series  
Entrant: Adjective & Co.  
Client: Adjective & Co.

## TELEVISION ADVERTISING/INTERNET COMMERCIAL

Gatorade Team Behind the Triumph  
Entrant: Adjective & Co.  
Client: Adjective & Co.

**bravo**

*congrats*

**HATS OFF TO YOU**

*here's to you*

**KUDOS**

*nicely done*

**take a bow**

**well done**

**YOU ROCK**

**you nailed it!**